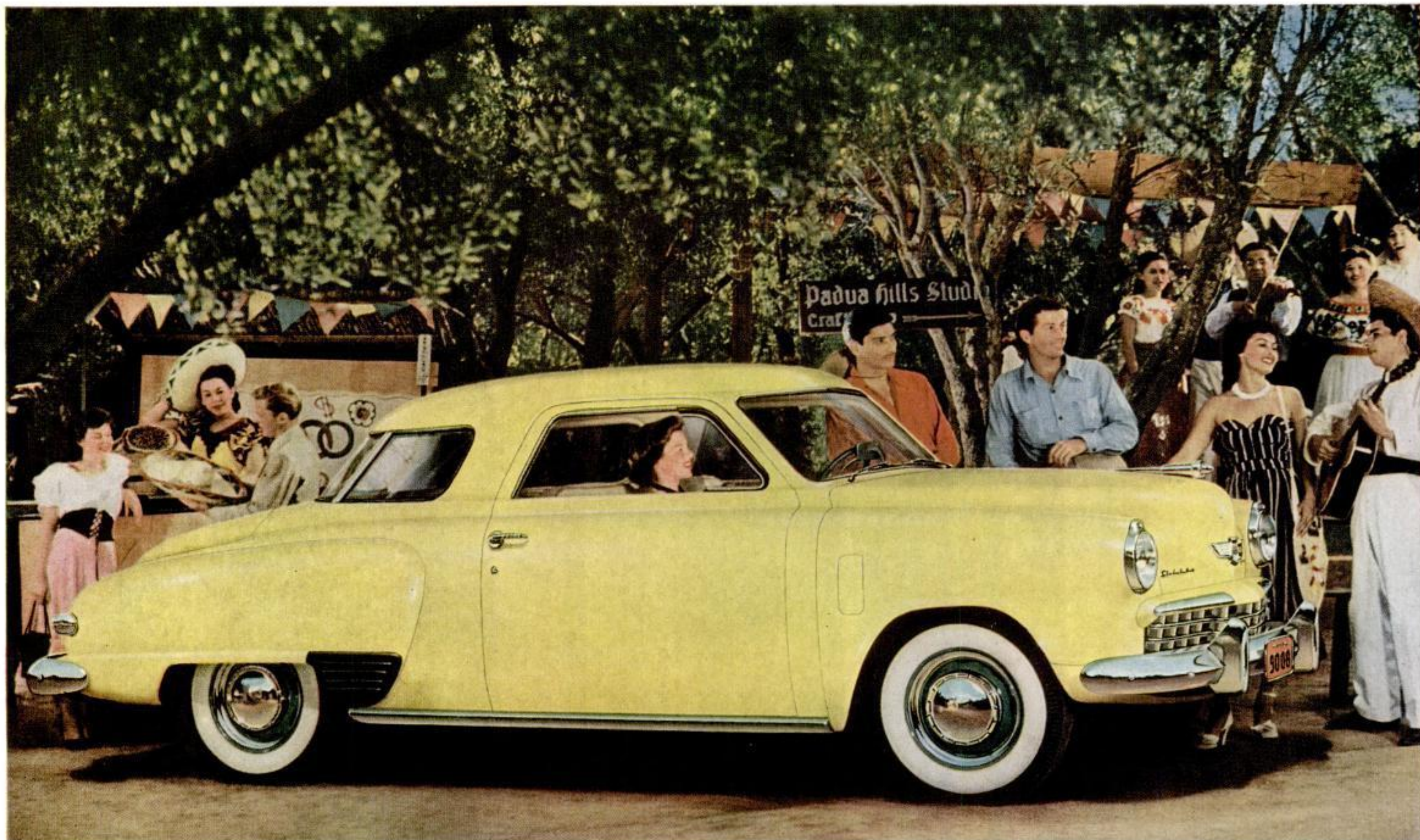


LIFE



MARY MARTIN
IN
"SOUTH PACIFIC"

APRIL 18, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



Champion Starlight coupe

How proudly you drive America's top-value new car!

YOU may try to seem casual about your good fortune, once you own a flight-streamed new 1949 Studebaker—but you don't fool your friends.

They know your new Studebaker is a new vision of loveliness inside and outside. They all wish they had it.

But they're even more envious of the savings you're making on gasoline and oil—the deep-down comfort of your Studebaker's ride—its marvelous handling ease—its brakes that automatically adjust themselves—its clear vision all around that's such a big help to safety.

Yes, a 1949 Studebaker has the look and feel of solid money's worth that everyone wants in a car—plus brilliant new performance and flattering

new smartness. No wonder this sum total of new-car value is daily attracting more and more discerning people to Studebaker showrooms.

Studebaker distinctions for '49

New Champion and Commander sedans, coupes, convertibles—a special extra-long-wheelbase new Land Cruiser—New decorator-fabric upholsteries—New body colors—Self-adjusting brakes—Variable ratio "extra-leverage" steering—Panoramic vision—Seats centered between the axles—Low center of gravity—"Black light" dash dials—Automatic hill holder and foam rubber seat cushions (standard except on Champions) Automatic over-drive, Climatizer heating and ventilating, white sidewall tires and wheel trim rings or discs optional at extra cost on all models.

Studebaker

...the 1949 buy word for thrift
that lasts and style that thrills!



Glory in new luxury—relax in new comfort!
Here's an example of the new vogue in interiors by Studebaker stylists—a view inside the nylon-upholstered special long-wheelbase Land Cruiser sedan.



Commander 4-door sedan

© 1949, The Studebaker Corp'n, South Bend 27, Indiana, U.S.A.



You get astonishing mileage out of every filling of fuel in every 1949 Studebaker model. It takes the indicator so long to travel from F to E, you wonder at times if the gasoline gauge is really registering.

*Are you chained
to your Whisk-Broom?*

The "Bottle Bacillus"
Pityrosporum ovale



Flakes?

Scales?

Germs?

IF YOU'RE USING a whisk-broom to get after those embarrassing telltale flakes of the infectious type of dandruff you're fighting a losing battle.

There's a better way . . . a tested way . . . that has helped countless men back to better scalp health.

It's Listerine Antiseptic and massage used regularly. It treats infectious dandruff as an infection should be treated . . . with germ-killing action.

Flakes? Scales? Listerine Antiseptic Quick!

If you have the slightest evidence of this condition—flakes, scales, or germs—start with Listerine Antiseptic now! Douse it full strength on the scalp, and follow with persistent and vigorous fingertip massage.

As Listerine Antiseptic spreads over the scalp it kills literally millions of scalp germs, including the "bottle bacillus" (*P. ovale*), a causative agent of infectious dandruff in the opinion of many noted dermatologists.

Quick Results!

You will be delighted to see how quickly ugly flakes and scales begin to disappear, how readily itching is alleviated. Your scalp feels so clean, so cool, so healthy.

Remember, in clinical tests twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of dandruff sufferers.

Incidentally, Listerine Antiseptic is the same antiseptic that has been famous for over 60 years in the field of oral hygiene.



INFECTIOUS DANDRUFF?

LISTERINE ANTISEPTIC —

Quick!

P.S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?

Hear it as the composer wrote it...

movements complete without interruption!

Musical works in their *natural* length . . . with no pauses except those the composer planned himself . . . that's the supreme and unique contribution which the Columbia LP Record makes to your musical pleasure. Now sit back and enjoy a complete symphony, an entire Broadway musical . . . on *one* record . . . so faithfully reproduced that it includes every sound audible to the normal human ear. With the new record changers, you can hear up to 4 hours of continuous music . . . with Columbia's great artists at their *uninterrupted* best! See your dealer for the latest classical and popular LP releases . . . discover for yourself the many wonders of LP:

Complete works on one record
(up to 50 minutes)!

Highest Fidelity!

33 $\frac{1}{3}$ rpm—the "professional" speed!

More music for your money!

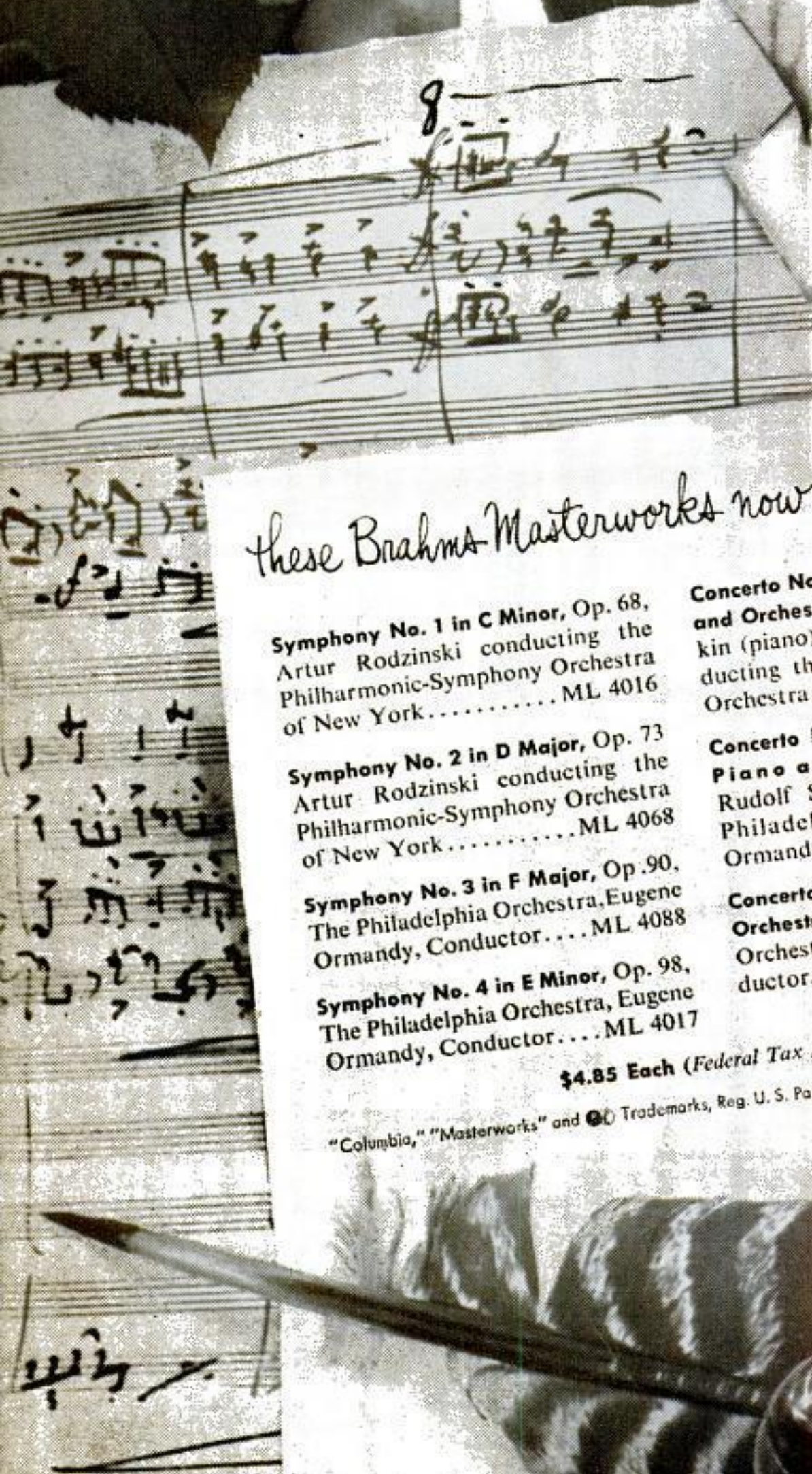
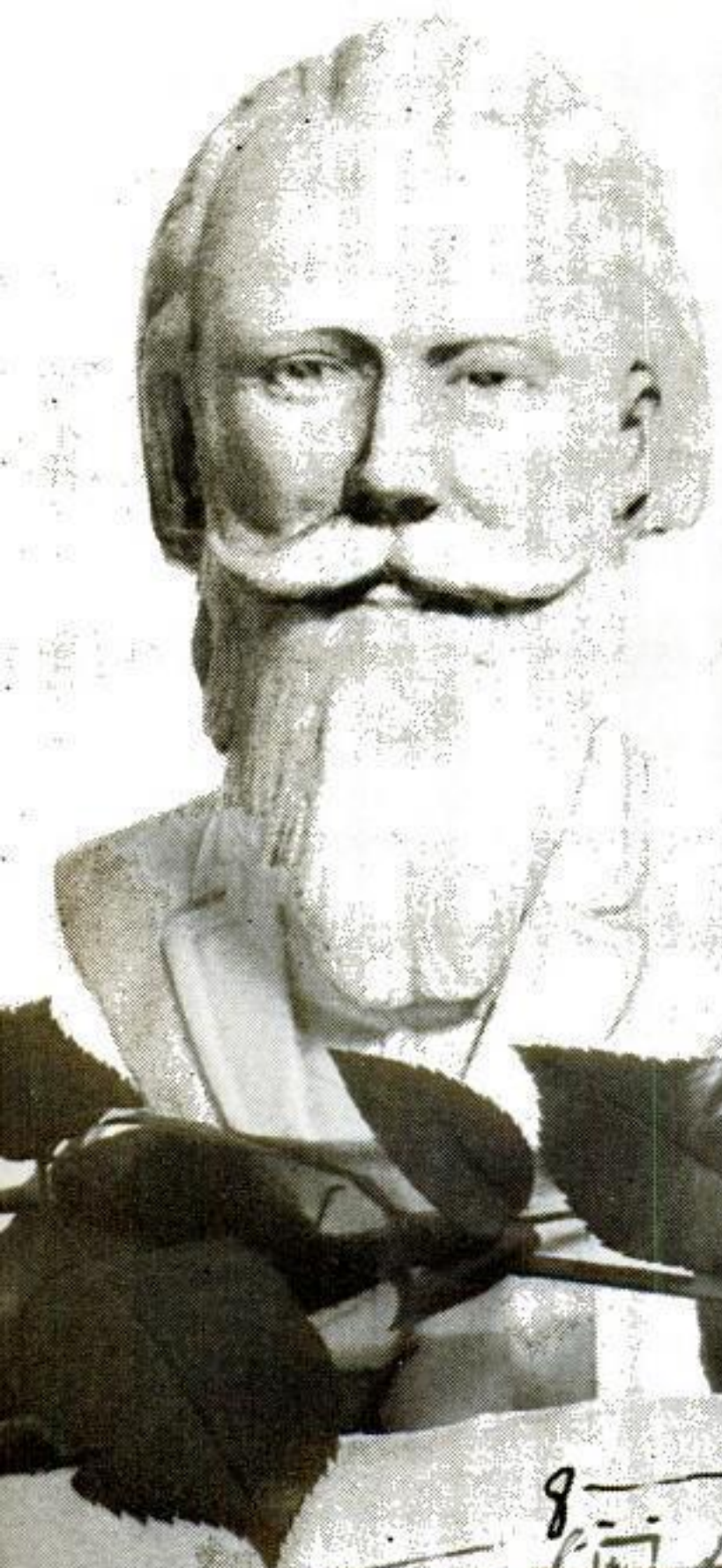
Saves storage space!


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available. New releases monthly!



the Ultimate in Recorded Music, the finest phonograph record ever manufactured



these Brahms Masterworks now available on 

Symphony No. 1 in C Minor, Op. 68,
Artur Rodzinski conducting the
Philharmonic-Symphony Orchestra
of New York ML 4016

Symphony No. 2 in D Major, Op. 73
Artur Rodzinski conducting the
Philharmonic-Symphony Orchestra
of New York ML 4068

Symphony No. 3 in F Major, Op. 90,
The Philadelphia Orchestra, Eugene
Ormandy, Conductor . . . ML 4088



Symphony No. 4 in E Minor, Op. 98,
The Philadelphia Orchestra, Eugene
Ormandy, Conductor . . . ML 4017

Concerto No. 1 in D Minor for Piano
and Orchestra, Op. 15, Rudolf Ser-
kin (piano) with Fritz Reiner con-
ducting the Pittsburgh Symphony
Orchestra ML 4100

Concerto No. 2 in B-Flat Major for
Piano and Orchestra, Op. 83,
Rudolf Serkin (piano) with The
Philadelphia Orchestra, Eugene
Ormandy, Conductor . . . ML 4014

Concerto in D Major for Violin and
Orchestra, Op. 77, The Philadelphia
Orchestra, Eugene Ormandy, Con-
ductor, with Joseph Szigeti (violin)
ML 4015

\$4.85 Each (Federal Tax Included)

"Columbia," "Masterworks" and  Trademarks, Reg. U. S. Pat. Off. Marcos Registrados,  Trademark

Fighting
or
loving
he
was the...

CHAMPION



This One



16J1-8GY-CHET

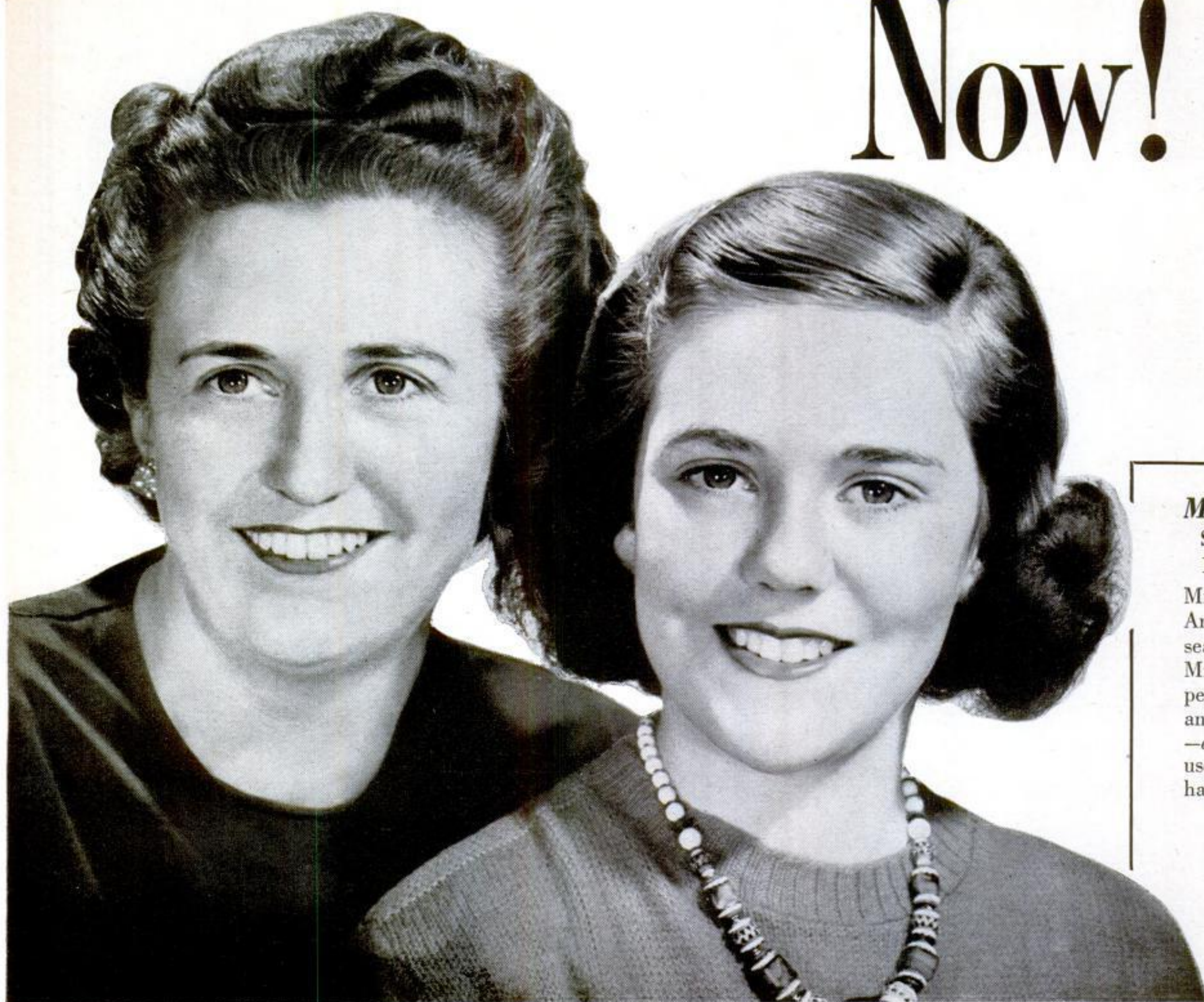
Screen Plays Corp. presents

KIRK DOUGLAS in Ring Lardner's **"CHAMPION"** co-starring MARILYN MAXWELL • ARTHUR KENNEDY

with PAUL STEWART • RUTH ROMAN • LOLA ALBRIGHT • Produced by STANLEY KRAMER • Associate Producer Robert Stillman

Directed by Mark Robson • Screenplay by Carl Foreman • Released thru United Artists

Now! Tooth



**Mrs. Margaret Mallen,
Staten Island, N. Y. and her
12 year old daughter, Pam.**

Mrs. Mallen and Pam were early Amm-i-dent users, during test research. Before using Amm-i-dent, Mrs. Mallen averaged 4.2 cavities per year. With Amm-i-dent, she had an average of 1.6 cavities per year—a reduction of 61.9%. Pam has used Amm-i-dent for nearly 4 years, has had only 3 cavities in that time.

Notary Public's Statement:

"I have seen the actual dentist's records of the Mallen family and their dentist's sworn statement that the above is an exact and accurate description."

Evelyn A. Roman

Notary Public, State of New York

FIRST AMMONIATED TOOTH POWDER



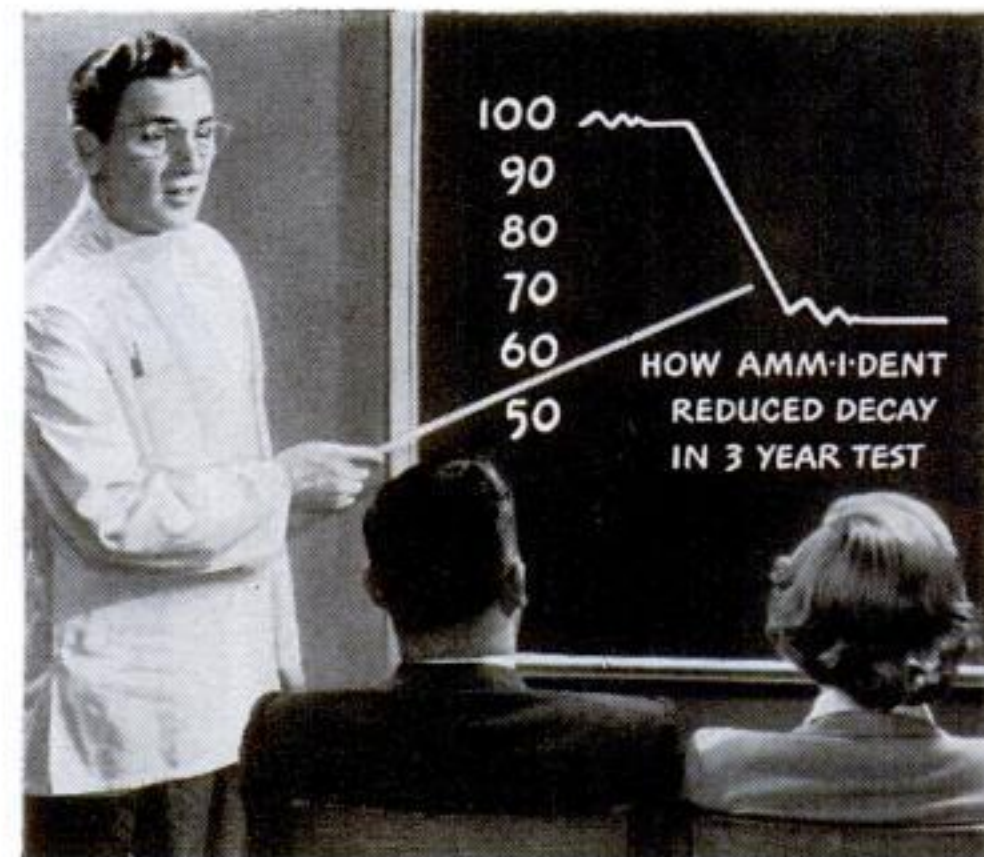
"Promises To Make History"—Reader's Digest

Ammoniated tooth powder has hit the headlines from coast to coast! Reader's Digest article praised it as "a revolutionary way to help prevent tooth decay." Time Magazine (Medicine, Feb. 14th) told how Amm-i-dent was developed by a non-profit research group. Newsweek cited Amm-i-dent's use by New York high school students. ("Preventive Tooth Powder," Feb. 14th.) It's thrilling news!



"Only Dentifrice I Recommend," Says Dentist

Long before national magazines and newspapers told the great news about Amm-i-dent, thousands of dentists, who were following the research, recommended it to patients. Before Amm-i-dent, tooth-pastes and powders could brighten teeth but had no specific ingredients to fight decay. Now with Amm-i-dent, your daily brushing helps give active protection against new cavities.



Science Explains How Amm-i-dent Reduces Decay

There are two ingredients in Amm-i-dent not found in any leading toothpaste or powder: Dibasic Ammonium Phosphate and Carbamide (Synthetic urea). These ingredients eliminate from the mouth large numbers of the bacteria (Lactobacillus Acidophilus) which can cause decay. (Teachers! For classroom literature, write Amm-i-dent, Inc., Jersey City 6, N. J.)

Decay Reduced by Amazing New Discovery

New Hope for Children and Adults!

You've heard about ammoniated tooth powder from dentists or friends! You've read about it in Reader's Digest, Time, Newsweek and other magazines and newspapers! Now, it's here, ready for use in your own home, after three years of clinical testing—a tooth powder that actually helps prevent formation of new cavities in human teeth.

Amm-i-dent, the first of the ammoniated tooth powders, holds promise of fewer cavities, less tooth decay. That's the thrilling news that comes with the announcement of this entirely new and revolutionary dentifrice.

First Anti-Decay* Dentifrice

Up to now, dentifrices could help clean and brighten your teeth, but contained no effective anti-decay* ingredient. Now, for the first time, with Amm-i-dent, you and your children can help protect your teeth against decay, as you give them their regular daily cleaning. For Amm-i-dent contains two anti-decay* ingredients, *not used in any leading toothpaste or powder!*

Look at your teeth in the mirror. Count the fillings. How much pain and trouble could you have been saved, if Amm-i-dent had been discovered

when you were a child? How much can you save your children, by starting them on Amm-i-dent today?

Yes, for adults and children alike, regular *daily* use of Amm-i-dent works to reduce the rate of new cavities, promote healthier teeth. Everyone will love its clean, minty taste. Amm-i-dent cleans your teeth to gleaming brightness and sweetens breath instantly.

Amm-i-dent No "Cure-All"

No claims are made that Amm-i-dent is a "cure-all." It cannot help cavities that are already formed. Nor in using it are you guaranteed never to have any cavities again. But from all the evidence, the proper use of Amm-i-dent is a simple and effective way to reduce occurrence of new cavities.

The makers of Amm-i-dent also wish to stress that no dentifrice can take the place of the dentist. Consult him twice a year. He is your best safeguard in preserving your mouth health.

Important! Get Amm-i-dent Now!

Amm-i-dent may be bought without prescription at all drug counters. Start today to fight decay the Amm-i-dent way.

AMM-I-DENT HELPS PREVENT CAVITIES!



"Fewer Cavities With Amm-i-dent" Says Dental Nurse

Joan Hughes, Little Neck, N. Y., worked for a dentist who was among the first to know of the Amm-i-dent formula. "I've used Amm-i-dent myself for three years," she said. "Before I used Amm-i-dent I had a great many cavities. In the first year with Amm-i-dent, cavities were far less frequent and for the last two years I've had none at all. It's my idea of the perfect tooth powder."

Amm-i-dent

TRADE MARK

AMMONIATED
TOOTH POWDER

*Amm-i-dent contains two ingredients, Carbamide and Dibasic Ammonium Phosphate, which inhibit growth of the acid-forming bacteria, (Lactobacillus acidophilus) considered a major cause of decay.

At all drug counters. No prescription necessary.

Amm-i-dent is the Trade Mark of Amm-i-dent, Inc., 12 High St., Jersey City 6, N. J.



NOW, AT LENGTH QUALITY IN A LONG CIGARETTE

Basil Rathbone
says:

May I tell you
why you'll like
smoking the
NEW Fatima?

BR

The name Fatima has stood for
the Best in Cigarette Quality for 30 Years.

And now, I say
the new-Fatima is the best of long cigarettes.

It's the long cigarette that
I know you'll enjoy as much as I do.

It's MY cigarette.

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Liggett & Myers Tobacco Co.

LETTERS TO THE EDITORS

BULL SESSION

Sirs:

Your article, "Intercollegiate Bull Session" (LIFE, March 28), which purported to be a cross section of the present college man's views on the crucial problems of the day was neither intercollegiate nor truly representative. It pointedly omitted any mention of the thousands of Catholic college students in this country and tactlessly attributed to all college students, Catholic and non-Catholic alike, the crass, dog-eat-dog philosophy of life, licentiousness, and the pursuit of anarchy.

WILLIAM ELLIS '50
JAMES P. HEANEY '50
KENNETH E. FOLEY '50

Fordham University
New York, N.Y.

Sirs:

According to your sparse article, which bites off too large a problem and attempts to chew it in a few snappy mouthings, I see that an anonymous Yale professor remarks that universities are all trade schools nowadays. It is fortunate that the professor has remained anonymous because there is no reason why one half-rumped statement should damn a man forever as this remark could. In retort to Prof. X I say, would to God that colleges were trade schools for surely they fail at everything else. When esoteric academicians retire to sunless cubicles and human beings take over their professorships I look for an end to the Dark Ages. . . .

Colleges are long overdue in the acceptance of their responsibility of fitting the average grad into the practical complete life. The liberal arts have failed. Let's bury the dead and get going.

S. ROBERTSON CATHER '52

Yale University
New Haven, Conn.

Sirs:

You have rendered irreparable harm to the worthwhile reputation of New York University by circulating the impression that the majority of our students support the views of "the big man in the made-over Army uniform" in favor of Marxian communism. The large group of Americans who are opinionated by LIFE but have never had the opportunity to meet an average N.Y.U. student will forever remember that Yale is the training ground for corporation executives and that N.Y.U. is the testing ground for revolutionists. . . .

Certainly we at N.Y.U. have student Communists, but wherever a group of young and relatively urban American students gather you will find some vociferous expression of leftist sentiments. I'll always remember the sage observation of Leon Blum, who said that a man naturally will be a radical until 25 or so and then he will of his own volition moderate his views toward the conservative. The American Communist party has attempted this infiltration into our colleges previously in much more receptive times without making much appreciable headway. The college student today is politically mature to a degree remarkable for one his age and will continue to rout Marx in the future as he has done in the past.

JAY WEINSTEIN

New York University
New York, N.Y.

CONTINUED ON PAGE 9

they last longer

because they're Ace Hard Rubber



11 types for every use
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
New York 13, N.Y.

ace HARD RUBBER combs

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"Got a light?"

"Got a pencil?"



Here's how you get *both-in-one!*...

The Famous

PENCILITER by RONSON

WORLD'S GREATEST LIGHTER

NOW also plated with RHODIUM... a precious metal of the Platinum group (non-tarnishing)

\$10

(no Fed. tax)

★ Combine the "World's Greatest Lighter" with a perfectly balanced mechanical pencil and you've got the world's most useful personal accessory—a Ronson Penciliter! Instantly ready to light or write, this ingenious "constant companion" gives you that famous Ronson action in the lighter that never fails to go on and never forgets to go out. A proud example of fine Ronson craftsmanship, it is built to serve unflinching through the years. Perfect combination. Superb gift. Guaranteed by Ronson.



Actual Size.
U. S. pats.
Other U. S. &
foreign pats.
pend.



Ever-beautiful Rhodium plate needs no polishing to protect its lustrous newness. In sparkling engine-turned design.

Rhodium plate \$10 (no Fed. tax)



Also available in 1/20 14K gold filled. Distinguished gift for a very special person. In handsome engine-turned design.

1/20 14K gold filled \$15 (plus tax)

Press, it's lit!... Release, it's out!

Safely out the instant you lift your finger!



Buy the handy Ronson Penciliter Accessory Kit when you get your Ronson Penciliter! Contains RONSON REDSKIN 'FLINTS,' special wicks and inserter, a supply of quality thin leads, erasers and cleaning brush. And remember to use only RONSONOL FUEL for best service.

RONSON
Newark, N. J. Toronto, Ont.
London, Eng.

FUN... EXCITEMENT. Tune in to Ronson's "20 Questions" Saturday nights, Mutual Network (Pacific Coast, Sunday nights).

HEAR RONSON'S "JOHNNY DESMOND SHOW" with the songs you love, every Sunday night, Mutual Network.

TELEVISION. Ronson now on Television in many principal cities.

I Hope They're From YOU...



... 'Cause You Keep Presentable Longer
with **MENNEN BRUSHLESS SHAVE**

MORE DOCTORS
who specialize in care of the skin
USE MENNEN BRUSHLESS
than all other brands combined*

* NATIONWIDE SURVEYS PROVE IT!



NEW! For Men with **DRY HAIR**

Amazing New-Formula
Hair Conditioner
GIVES DRIEST HAIR
NATURAL GOOD LOOKS

ANOTHER GREAT MENNEN PRODUCT FOR MEN



LETTERS TO THE EDITORS

CONTINUED

Sirs:

... It was Edwin Markham who wrote, "... what to him Are Plato and the swing of Pleiades?"

He was talking, of course, about Millet's brutalized toiler of the fields. Are our schools turning out Arrow-shirted, well-manicured men with the hoe?

JOHN HENDERSON

Niagara Falls, N.Y.

TALLULAH'S TROUBLES

Sirs:

In your issue of March 28 under the heading "Tallulah the Actress vs. 'Tallulah the Tube'" it is stated, "It also turned out that the name [Tallulah] is not unique, having been borne for generations by many people." In pallid proof thereof you cite my grandmother, a dog, an obscure Cherokee who jumped off a cliff, a gorge, a fire engine and a housemaid from White Plains. With what vehemence I can summon up I insist that to millions of Americans, Europeans and Asiatics, thanks to my exploits on land, sea and under water and on Page One, Tallulah identifies only your correspondent. None of these ever heard of my grandmother, the dog, the rash redskin, the gorge, the fire engine or the 64-year-old girl from Westchester County.

TALLULAH BANKHEAD

New York, N.Y.

Sirs:

Enclosed is a snapshot of another Tallulah to augment your collection. The reason for so naming her is the fact



that when she wants something badly enough, you can hear her a block or two away.

R. ALLYN

New York, N.Y.

Sirs:

... Miss Bankhead may be interested to know that neither I nor anyone I have talked to ever associated the commercial with her until she herself put the idea into our heads.

MRS. W. DUNSTAN

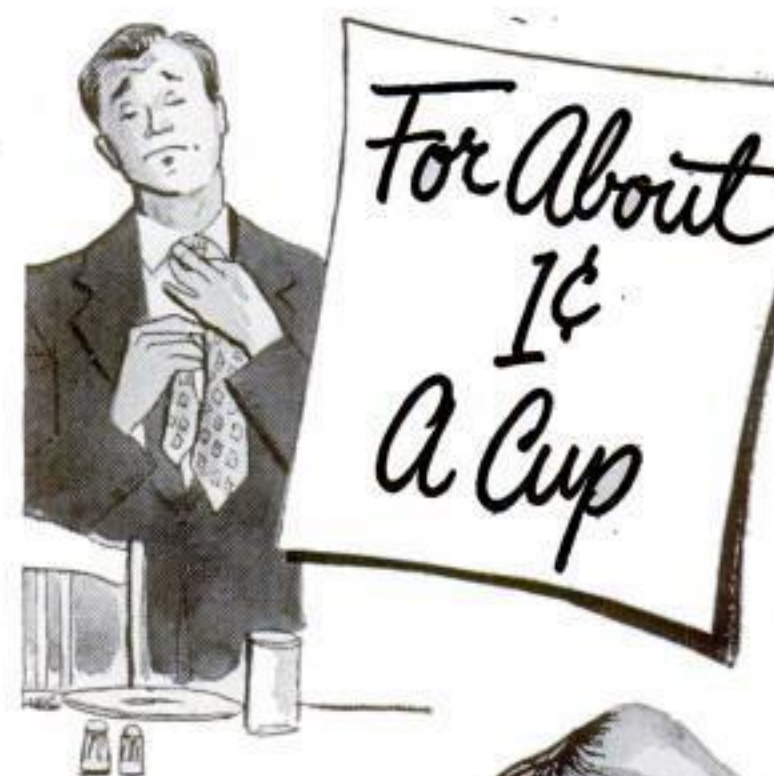
Brooklyn, N.Y.

Sirs:

Procter & Gamble Company should pay Actress Bankhead the million dollars, not in settlement of her suit for using the name Tallulah, but because she got them a million's worth of free advertising for their Prell shampoo, but she should not accept it for she has gotten a million's worth of publicity. They both have value received at no cost, publishers had something to write about and the public, amusing entertainment, so let's call the whole thing off and everybody be happy.

W. P. ABBOTT

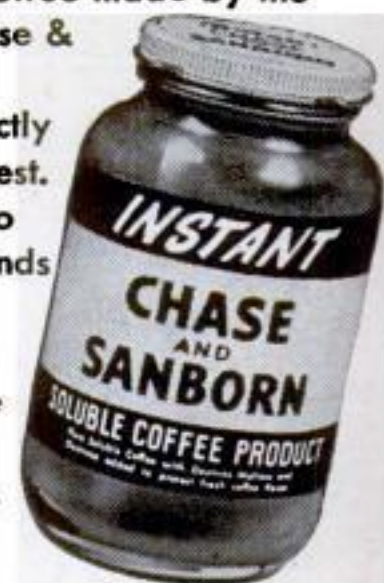
Grand Marais, Minn.



An Instant Success

● It's the instant coffee America has been waiting for... grand coffee made by the makers of Famous Chase & Sanborn. You make it right in the cup... exactly the strength you like best.

And there's no pot to wash... no messy grounds to get rid of and no waiting! Costs about a penny a cup. Compare it for quality with any coffee made any way. Get your jar today!



Chase & Sanborn
Instant Coffee Product

MADE BY THE MAKERS OF
FAMOUS CHASE & SANBORN COFFEE
Fine Coffee Merchants Since 1864



CONTINUED ON PAGE 11



No NATURAL CHEESE WITHOUT RIND OR WASTE

It's better, it's crisper, it's sealed in Pliofilm!



SMART WAY TO BUY—
Cheese in **Pliofilm** is
never dry or crumbly.

If you like the unmistakable tang of old-fashioned, naturally cured cheese, here's good news for you. You can now buy it in convenient, thrifty half-pound and pound packages — flavor-protected in **Pliofilm**.

Cheese cured in **Pliofilm** has no thick, heavy rind. There's not a whit of waste in the package, nothing in it you can't eat and enjoy.

Pliofilm keeps the cheese tangy, flavorsome, free from taint or spoilage, because it's air-moisture-liquid-tight.

Rewrap the unused portion — **Pliofilm** will keep it fresh for after-school raids, or late evening snacks. The taste and texture of the cheese are retained till every savory speck is gone.

Over 50 different brands of commercially packaged cheese are now appearing in this glistening transparent wrap.

Also look for random cuts of natural cheese and other types of cheese prepackaged in **Pliofilm**. It's your guarantee of superior taste and freshness.

Handiest Food Saver You Ever Used!

Save money by keeping foods and leftovers many extra days in **Pliofilm**—sold in 12- and 18-inch rolls. Can be washed and used over and over again.



Pliofilm

*3-way protection
against air,
moisture, liquids*

T. M. The Goodyear Tire & Rubber Company

We think you'll like "THE GREATEST STORY EVER TOLD"—Every Sunday—ABC Network

GOODYEAR PACKAGING FILM

Chrysler's Great

The Beautiful Chrysler | *Silver Anniversary Model*



PRESTOMATIC FLUID DRIVE* TRANSMISSION

*Gyrol Fluid Drive

Now on display at Chrysler dealers all across America! The most beautiful Chrysler of all time! The Silver Anniversary Chrysler! Completely new in its well-bred beauty! Advanced in its inspired engineering! Designed with common sense and imagination—with over 50 of the advances you count on *first* from Chrysler. With Prestomatic Fluid Drive Transmission . . . with more horsepower

from the great high compression Spitfire engine...with new, wider chair-height seats... plenty of headroom, legroom and shoulder-room . . . with a softer, safer, smoother ride . . . with Safety Rim Wheels . . . this is the car you'll want to live with for years to come! Tailored to taste... the safest, most comfortable Chrysler ever built. See it today! The greatest value we've ever offered!

New Car



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HOSTESSES SAY...
I'm the life
of the party!



In
Half-Pound
Cans



MR.
PEANUT
Reg. U. S.
Pat. Off.

Guests just
can't resist
PLANTERS PEANUTS.
Crisp—crunchy—
oven-fresh in the
blue vacuum can.
They taste so-o-o-o
good! All America
loves 'em.

This PLANTERS product is also
made in Toronto, and sold
everywhere in Canada.

PLANTERS
is the word for
PEANUTS

LETTERS TO THE EDITORS

—CONTINUED—

"LES CRAPS"

Sirs:

"Monte Carlo Takes Up 'Les Craps'" (LIFE, March 28) presents a somewhat inaccurate picture of the game. When you state that the craps enthusiast has a 49.298% chance of winning you are correct. Unfortunately this is only true if the player is astute enough to confine his wagers to the "lose" or "don't pass" line. Unless he knows where to place his bet, he may find himself bucking odds of as much as 27 3/11% in favor of the bank....

FRANCIS M. TURNER JR.

Levittown, N.Y.

Sirs:

The craps layout pictured on page 51 offers 31 for 1 against snake-eyes (the double one). Since there are 36 possibilities with two six-sided dice, the proper odds are 35-1. The house is making an extra spread of four in 36 (better than 11%). Dice in Monaco will be more profitable (percentage-wise) than roulette, for the house.

LEE EPSTEIN

New York, N.Y.

WIDMARK WORRIES

Sirs:

Concerning your article about Richard Widmark (LIFE, March 28), we wish to state our depressed feelings over the loss of the greatest new film star since the war. We sincerely believe that Mr. Widmark should remain typed as a leering menace. We feel that he reached his peak in *The Street With No Name*, which we saw eight times. His subsequent roles have not done justice to his talent.

His appearance in an honest role seems fraudulent to the staunch supporters who put him where he is today.

EDWARD PARKER
RICHARD SEARLE

Harvard University
Cambridge, Mass.

NEPTUNE'S WIFE

Sirs:

I am afraid that your report on the classical costume party in Paris (LIFE, March 28), and especially the reference to the hosts, "Neptune and Aphrodite," will arouse a serious storm on the Olympus, if not in Paris society.

Is your editing staff unaware of the difference between Aphrodite and Amphitrite?

R. LEBEAU

Locust Valley, N.Y.

● LIFE should have known that Amphitrite, not Aphrodite, is goddess of the sea.—ED.

CHULA, DUGONG AND DOG

Sirs:

In your list of animals from aye-ayes to zebus (LIFE, March 28) you gave slight to the one citizen of the U.S. among them—the coati-mundi, whom you classify as strictly Central American. This strange cat-possum-skunk-anteaterlike animal ranges well into Arizona where he is called a *chula*. The *chulas* are supposed to be fierce animals which attack dogs, chickens and men with or without provocation. Actually they are gentle and harmless....

WELDON F. HEALD

Flying H Ranch
Hereford, Ariz.

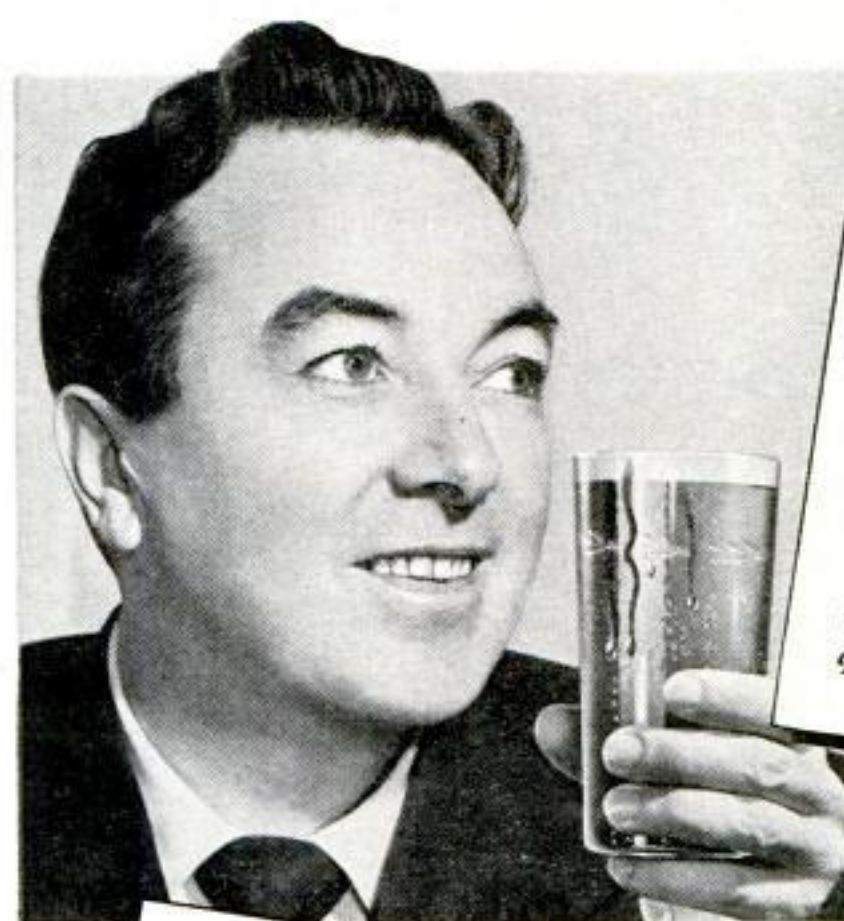
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No. 83 in PEPSI'S Album of Real American Families

AT HOME WITH THE HALEYS of Broadway and Hollywood

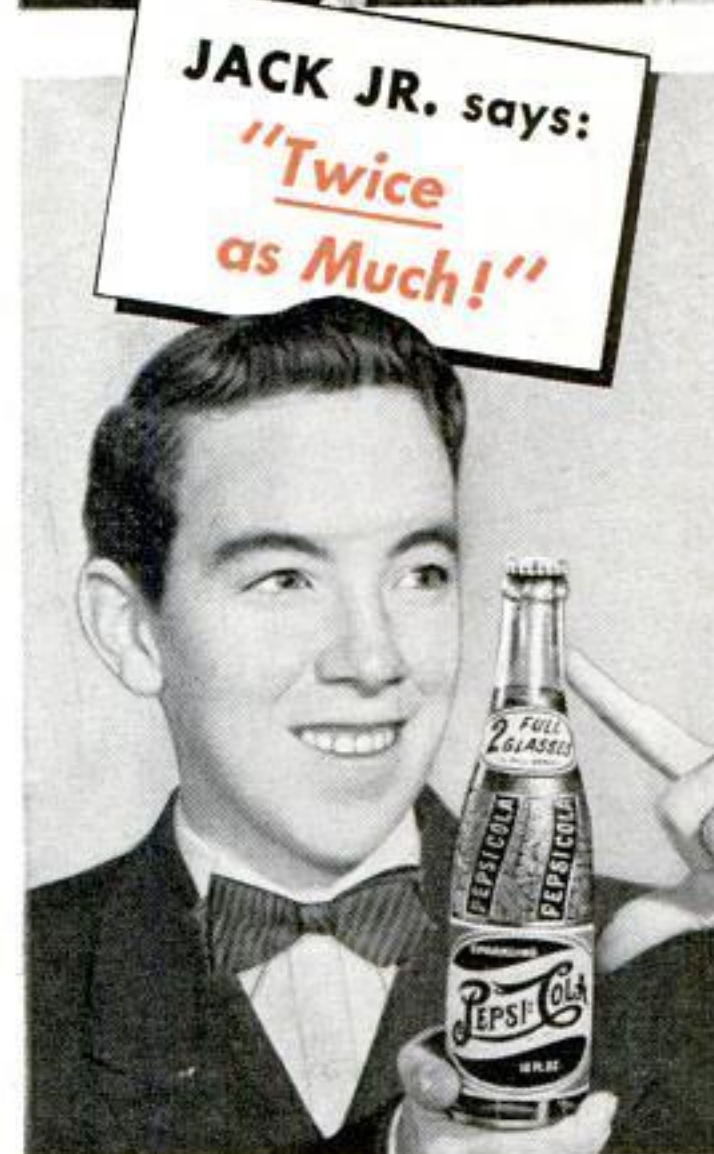
THEY ALL SAY:

"WHY TAKE LESS
WHEN PEPSI'S BEST!"



JACK HALEY says:
"Twice
as Tasty!"

WHETHER JACK HALEY is starring in a Broadway musical or raising prize Herefords on his 500-acre Californiaranch—Jack and his family are used to the best. That's why the Haleys choose PEPSI. "It's the best quality drink," says Jack.



JACK JR. says:
"Twice
as Much!"



MRS. HALEY says:
"...and lots
More Thrifty!"

JACK JR. (with teen-age allowances in mind) not only likes that sparkling PEPSI taste—but best of all he likes that famous big, Big 12 oz. PEPSI bottle. Trust young America to know how to get the most of the best.

"IT'S PLAIN SMART to make pennies count today", says Mrs. Haley—and smart housewives agree. When the savings on just a few cartons of PEPSI can pay for party fixings—WHY TAKE LESS... WHEN PEPSI'S BEST?



12 FULL GLASSES
IN THESE
SIX BOTTLES!

TUNE in "COUNTER-SPY"—thrills, excitement. Tuesday—Thursday Eve., your ABC station

Inhale to



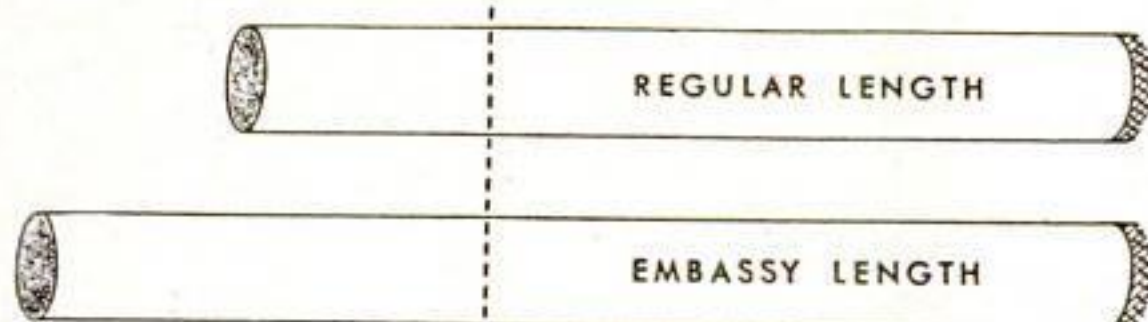
New! **TEMB**

your heart's content!

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ASSY

Embassy's l-o-n-g-e-r smoke means a milder smoke



Make this comparison. Smoke Embassy the *same* length you'd normally smoke any regular-length cigarette. Discover for yourself... Embassy's l-o-n-g-e-r filtering range gives you a cleaner smoke... a pleasantly cooler smoke of *unequalled mildness!*



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For naturally beautiful hair use CONTI CASTILE SHAMPOO, made only with 100% pure castile and pure olive oil! Leading authorities say "pure castile is the best shampoo" and laboratory tests prove that Conti Castile rinses quickly, helps hair set better, hold waves longer...removes loose dandruff. Wake up the natural beauty of your hair with pure, safe, economical CONTI CASTILE SHAMPOO.

Conti Castile

THE QUALITY SHAMPOO



LETTERS TO THE EDITORS

CONTINUED

Sirs:

As soon as I saw the dugong I thought of our registered English bulldog, Pat's Sparkling Gin Fizz (Sparky for short). It looks as though the dugong should be included in the bulldog's genealogy.

HARLAN G. H. BARTRAM
Ithaca, N.Y.



BULLDOG AND DUGONG

ARAMCO

Sirs:

My congratulations for the interesting article about the Arabian American Oil Company in the Middle East (LIFE, March 28).

FAREED KHOURSHEED
University of Colorado,
Boulder, Colo.

CONTINUED ON PAGE 16

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bent like a dentist's mirror
to reach more places



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how the finest electric range in Frigidaire history
makes cooking your way easier than ever



See how easy it is to cook in this electric range!

You don't have to take lessons from anyone in electric cooking. With a Frigidaire Electric Range you just cook *your own way*—but get better results than ever!

To simplify cooking you have your choice of 5 *exact* controlled heats in each Radiantube Surface Cooking Unit—an exclusive Frigidaire feature. The thickly insulated, porcelain-finished Even-Heat Oven assures even heat distribution—takes the hit-or-miss out of cooking. You can always feel sure of success.

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warming, even sterilizes baby bottles, or serves as an extra surface unit. There are outlets for electrical appliances. The simplified styling of this electric range makes both cooking and cleaning up easier.

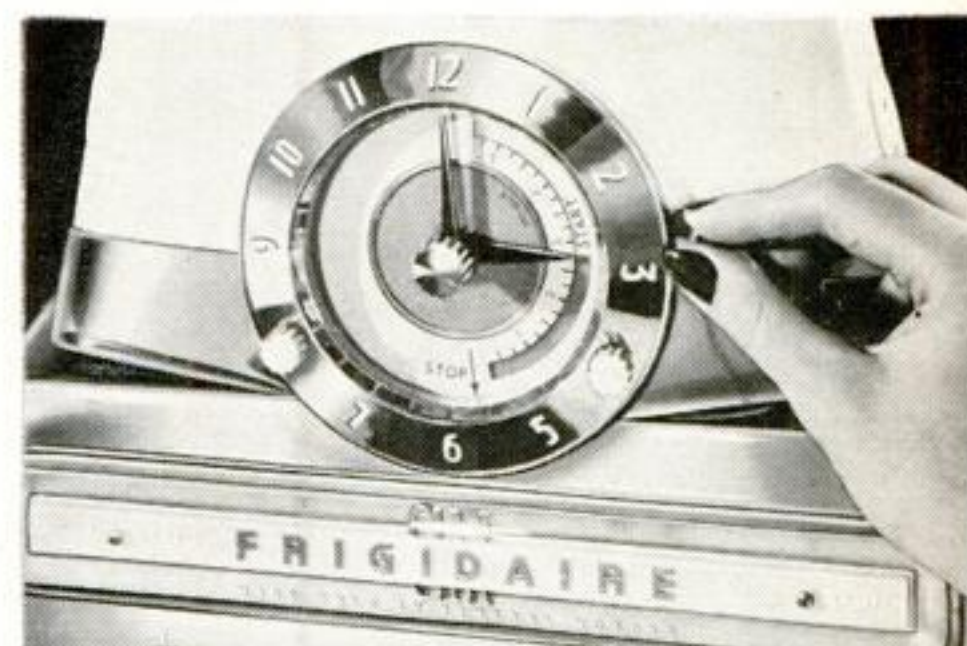
Visit your Frigidaire Dealer today—let him show you how simple electric cooking can be. See the special advantages of all the Frigidaire Electric Ranges. Ask for demonstration, too, of other Frigidaire appliances for better kitchens and laundries, including Frigidaire Refrigerators, and the Frigidaire All-Porcelain Automatic Washer.

Find dealer's name in Classified Phone Directory. Or write, Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Listen to Frigidaire's New Lum and Abner show, Sunday nights, CBS.

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Baking-hot in 5 1/2 minutes—that's how quickly this big Even-Heat Oven heats up! It has automatic temperature signals and a smokeless-type waist-high broiler. Porcelain finish and rounded corners mean easier cleaning.



No spill-over problem here—not with this enclosed streamlined Flowing-Top of acid-resistant Lifetime Porcelain. There are no cracks or crevices to catch spill-overs—it's easy to keep clean.



You get 4 ADVANTAGES
when you buy

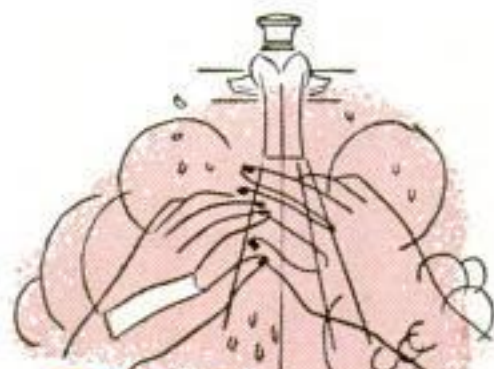
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REG. U.S. PAT. OFF.

the **HOSPITAL-QUALITY ADHESIVE TAPE**



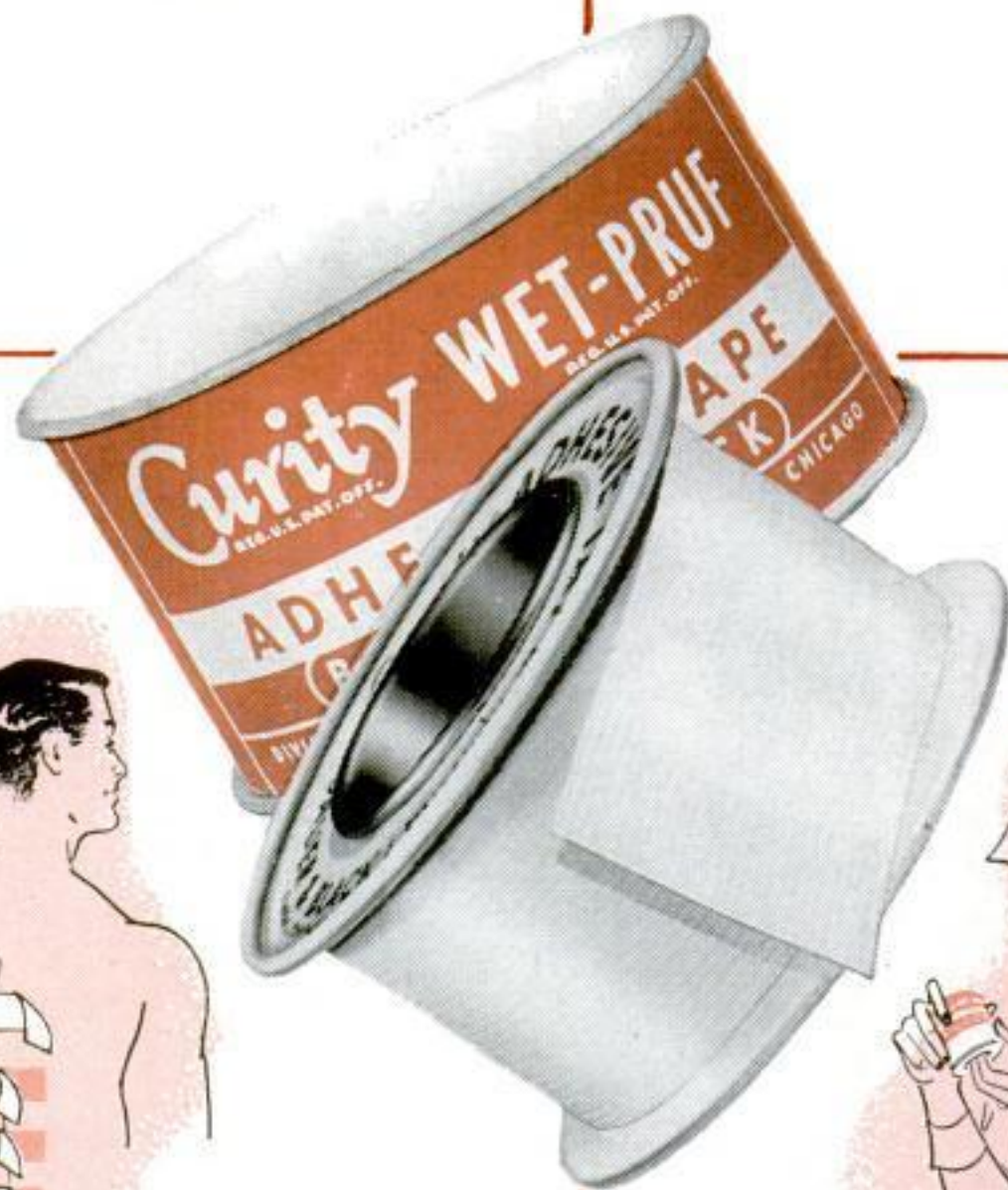
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and stays on! No annoying curling
at ends or corners.



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CURITY holds.



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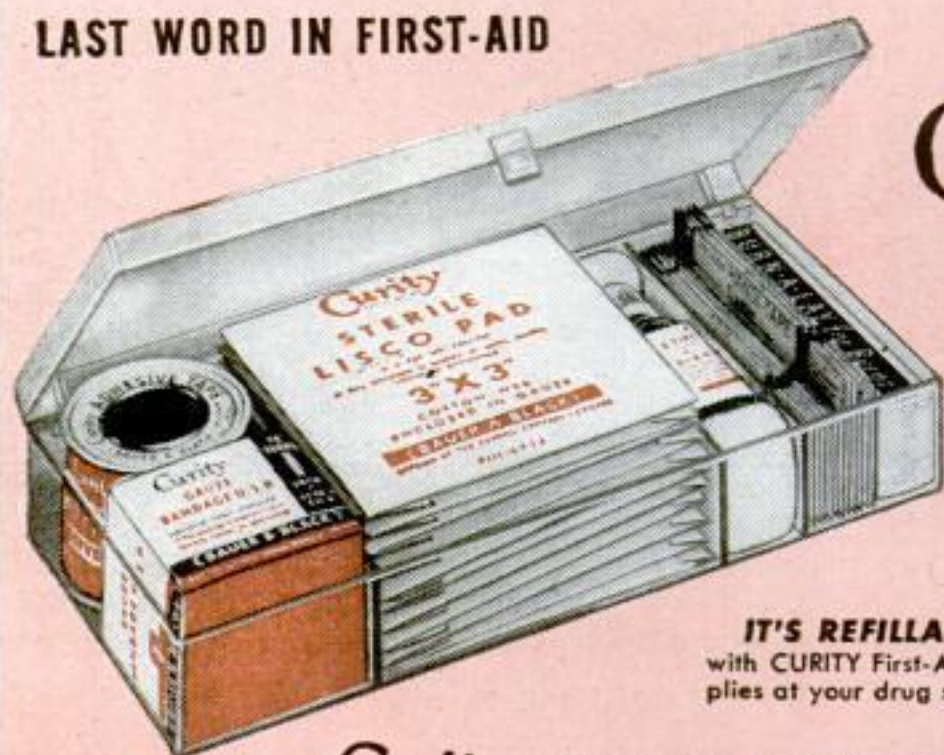


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**LETTERS TO
THE EDITORS**

CONTINUED

Sirs:

You say, "Aramco's visible achieve-
ments in Saudi Arabia can be a sub-
ject of justifiable U.S. pride." Aram-
co's invisible achievements can be a
subject of justifiable U.S. shame. By
paying enormous royalties to Ibn Saud,
Aramco has stabilized the otherwise
shaky government of an Oriental despot;
further, they attempted, and
partly succeeded, in dragging this gov-
ernment into the sordid business. That
any corporation should scheme to draw
the government into a plan which op-
poses the very principles of self-deter-
mination upon which it was founded
is incontrovertibly at odds with the
interests of the American people; that
any corporation should then attempt
to increase its profits at the expense
of the government during a world
emergency is merely a further example
of the low moral state into which Amer-
ican business has fallen. . . .

ROBERT L. BUSH

STEPHEN L. STULMAN

Yale University
New Haven, Conn.

• Whether Aramco's operation in
Arabia has strengthened King Ibn
Saud's regime is a moot question;
certainly his throne did not appear
shaky before Aramco's advent.

As for the pros and cons of Aram-
co's dealings with the U.S. govern-
ment, they are a matter of record
—which LIFE presented. The high
profits of the company were made
since, not during, the war.—ED.

MCCARTHY'S SHAMROCK

Sirs:

As a Texan, and more specifically,
a Houstonian, who, like all Houstoni-
ans, is incredibly proud of the marvel-
ous new Houston landmark of hospi-
tality and beauty, and I refer to Glenn
McCarthy's magnificent Shamrock,
I protest your unbelievably crude
coverage and portrayal of the open-
ing of this outstanding and splendid
hostelry.

Your coverage was a mockery of the
real beauty and significance of an un-
forgettable occasion. . . .

MRS. GEORGE F. WELSHIMER

Houston, Texas

CONTINUED ON PAGE 19

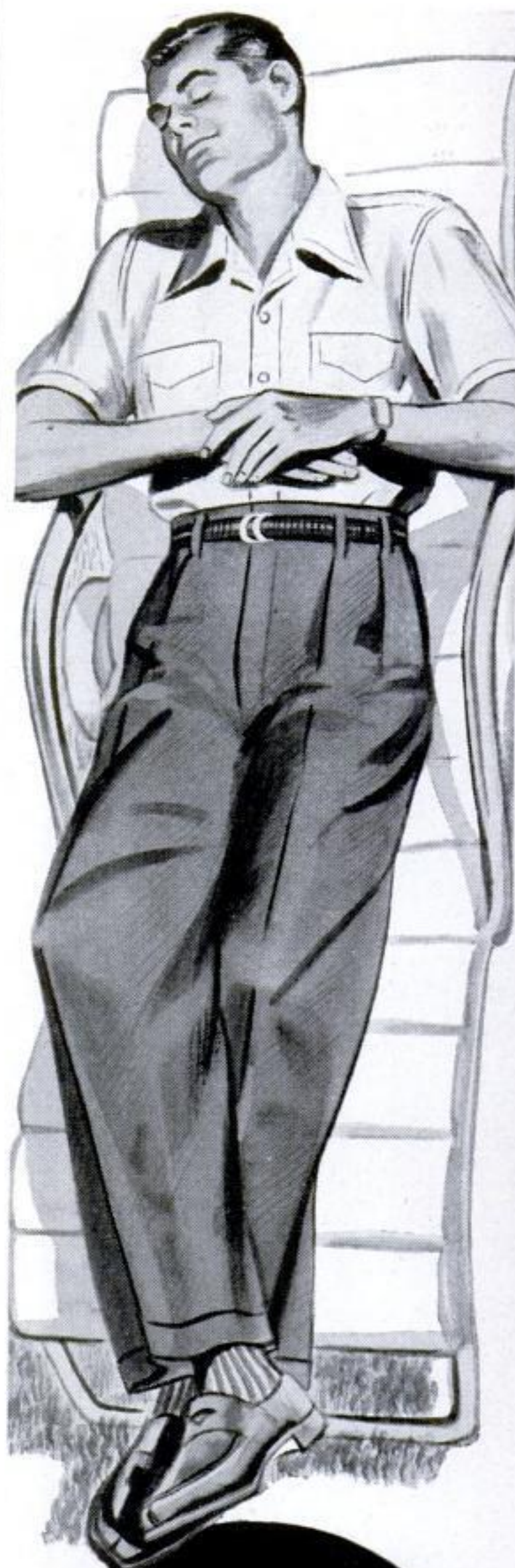
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HUBBARD SLACKS

Precision tailored for
comfort—for style—for fit—in the
choicest selection of colors, patterns
and the finest fabrics obtainable.

HUBBARD PANTS COMPANY

Bremen, Georgia

See how Bobby Wilson's grades shot up

after his parents bought him the

World Book Encyclopedia!



Bobby Wilson
Blue Island, Ill.
(Actual photograph)

Note Bobby Wilson's grades in the year before and the year after he got the World Book. Columns reproduced directly from his second and third grade report cards.

BEFORE		AFTER	
	JUNE		JUNE
Co-operates—works well with others	G	Co-operates—works well with others	VG
Courteous	VG	Courteous	VG
Personal appearance	G	Personal appearance	VG
Attention to work	F	Attention to work	VG
Self-expression	G	Self-expression	VG
Reading	F-	Reading	VG
Writing	F	Writing	VG
Arithmetic	P	Arithmetic	G
English	G	English	VG
Spelling	F	Spelling	VG
Individual work	F	Individual work	VG

KEY:
V. G.—Very Good F.—Fair
G.—Good P.—Poor

KEY:
V. G.—Very Good F.—Fair
G.—Good P.—Poor

Bobby Wilson was doing poorly in second grade—though his parents and his teacher knew he could do better. To stimulate his interest in school work, his parents bought him a set of the **WORLD BOOK**. On Bobby's *third* grade report card (shown above), every grade shot up!

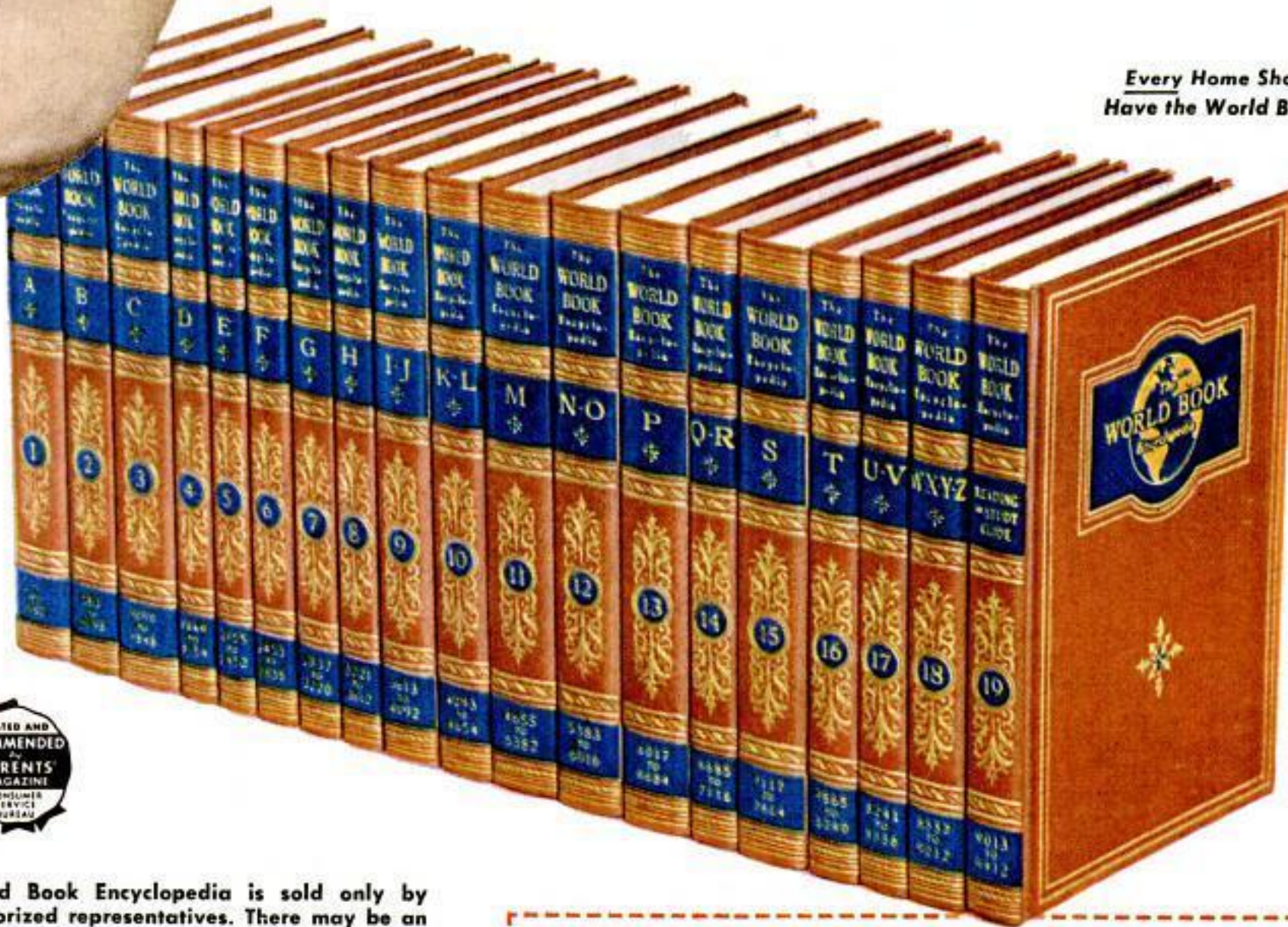
9 out of 10 families report their
children advance more rapidly
with WORLD BOOK ENCYCLOPEDIA

Bobby Wilson's story, above, will show you one reason why **WORLD BOOK** is the most popular, the most widely used encyclopedia ever created. Parents have long wanted a reference set that would spur their children's interest in school work. According to a national survey, this is exactly what the **World Book** does! Hundreds of thousands of sets are owned and used by families with school-age children. And 9 out of 10 report their children have done better in school, have become more eager to know as a result of having the **World Book**.

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Top favorite for sandwiches—Borden's Cheese 'n Bacon!

The happiest filling ever sandwiched between two slices of bread—Borden's CHEESE 'N BACON!

Bacon, broiled till it's crisp enough to crumble, is blended with well-aged American Cheddar cheese into a spread of marvelous smoothness. Keep a jar on hand for sandwiches—for lunch boxes and parties, for snacks and appetizers!



Party "Pretties" with Borden's Pimento!

Just open a jar of Borden's PIMENTO Cheese Spread and you have the makings for a wealth of pretty tea sandwiches, canapés or appetizers.

Fancy fixings without any fuss! And everyone loves Borden's combination of fresh-flavored cream cheese and plump red morsels of pimento. Creamy and soft, it's easy to spread on the thinnest cracker.



Hot snack for a cool night with Borden's Vera Sharp!

Spread Borden's VERA-SHARP Cheese Spread on English Muffin halves or bread, top with slices of tomato, and broil till the tops brown and bubble.

This zippy spread, made from finest sharp American Cheddar cheese, makes a heart-and-tummy warming treat for a cool evening . . . makes wonderful sandwiches and snacks all the year round.



"Help yourself" to Borden's Smokey!

When friends drop in for cards or conversation, trot out a jar of Borden's SMOKEY Cheese Spread with a tray of crackers or potato chips.

Let everybody spread their own refreshments. That tantalizing tang of hickory will keep them coming back for more! This fine American Cheddar cheese spread, with the flavor of hickory smoke, is excellent with any beverage.

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Smarter Rainwear
WITH **PLYMOUTH**
*Sewmanship!



The
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It does something for you... this handsomely styled Plymouth belted raglan. And its casual smartness and extra ease are stitched and moulded right into the coat. Like all Plymouth models it has "hidden assets" of fine tailoring that spell lasting good looks and longer wear. At leading stores everywhere.



*Sewmanship features

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3. Tested weather-resistant finishes

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OF BOSTON
WEATHER-READY

Smart Rainwear for Men

Plymouth Manufacturing Co., Boston 18, Mass.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

McCarthy is going to hate you (LIFE, March 28, p. 28, fan-shaped swimming pool). That's an Irish harp if ever I saw one.

MAXINE APPELL

Los Angeles, Calif.

● For real Irish harp, see below.—ED.



POOL AND HARP

"A SOUTHERN SOLUTION" CONTINUED

Sirs:

Having received a number of letters that went to you re my article. I was amazed at your selection and at the fact that not a single one I received was included in your April 4 Letters column.

My letters, from 17 or 18 states, from Negroes and whites, from Northerners and Southerners, from Jews and gentiles, indicate no such attitude as is conveyed by your column. In truth I have received but two letters which completely disagree. One is unsigned; the other says, "We don't want the Negro; he commits too much crime."

SAM H. JONES

Lake Charles, La.

● In support of his argument, ex-Governor Jones sent LIFE excerpts from 28 letters received by him, of which the following is representative:

"Your proposal is worthy of widespread publicity in our nation and deserving of the highest praise as an over-all analysis which must seem true and correct to both viewpoints. An effort such as this cannot avoid stimulating progress toward a sensible settlement."

This letter and others supporting the Jones plan in most cases repeated arguments which had been stated ably in the original article. The letters LIFE published were selected not because the writers liked or disliked the article, but because they provided additional and enlightening comment.—ED.

Address the Editors
at 9 Rockefeller Plaza
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On bright days or cloudy days...



*...get the picture with the
ALL-WEATHER film!*

You can get good pictures with Anso Plenachrome film, because Plenachrome is the "All-Weather" film! Its extra margin of safety hides exposure mistakes—gives you more pictures—better pictures!



Other Ansco black-and-white films include fine-grain Ansco Supreme Film for better enlargements, and Ansco Superpan Press Film for action pictures indoors or out.

Last year, enthusiastic photographers bought nearly 2,000,000 Ansco cameras! One they are buying now is the Titan (\$77.50 plus tax). Its coated f4.5 lens takes 12 needle-sharp black-and-white or 9 color pictures on 120-size film. Shutter speeds up to 1/400th! Built-in flash synchronization, too! See it! Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation. "From Research to Reality."

ASK FOR
Anso
FILM & CAMERAS

SPEAKING OF PICTURES...



...MORNING MIST AND FOG COVER HERTFORDSHIRE

The ghostly pictures shown here were taken in Hertfordshire, England and published recently in the English magazine *Picture Post*. Their publication moved the editors to some lyrical thoughts. The layman, they observed, chooses to ignore the standard definitions of haze, mist and fog which describe haze as smoke or dust particles in the air and specify that fog is merely a dense and limited form of mist. "To him," they philosophized, "haze is a hazy thing . . . fog is a bad thing, and malign; mist is a good thing, and magical. . . . Mist brings on fragrant encounters. Fog causes fatal collisions. . . . Fog-music is an orchestration of funereal ships' horns. In time of mist, the horns of elf-land are incessantly blowing." All three forms are represented in these pictures, but readers may have a hard time telling one from another.

TREETOPS EMERGE FIRST in the morning as the early sunlight begins to slice its way through.



HOUSES poke up their rooftops in neat patterns.



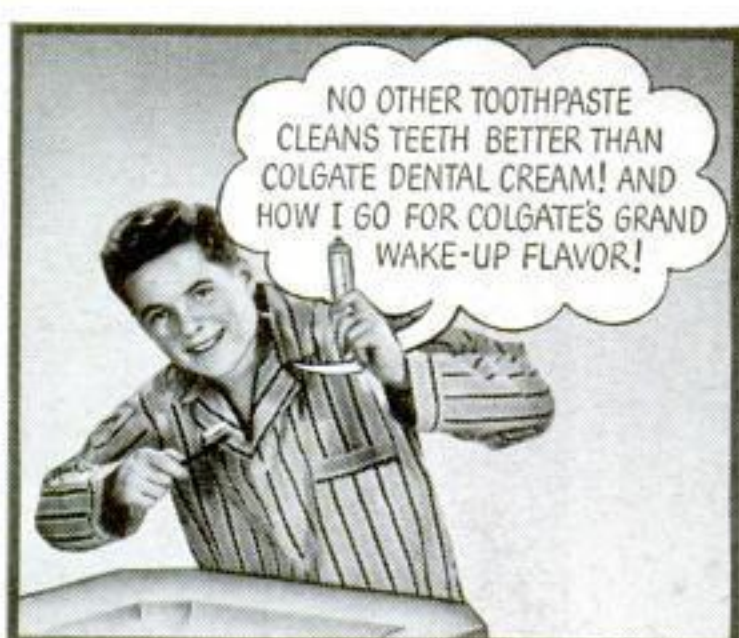
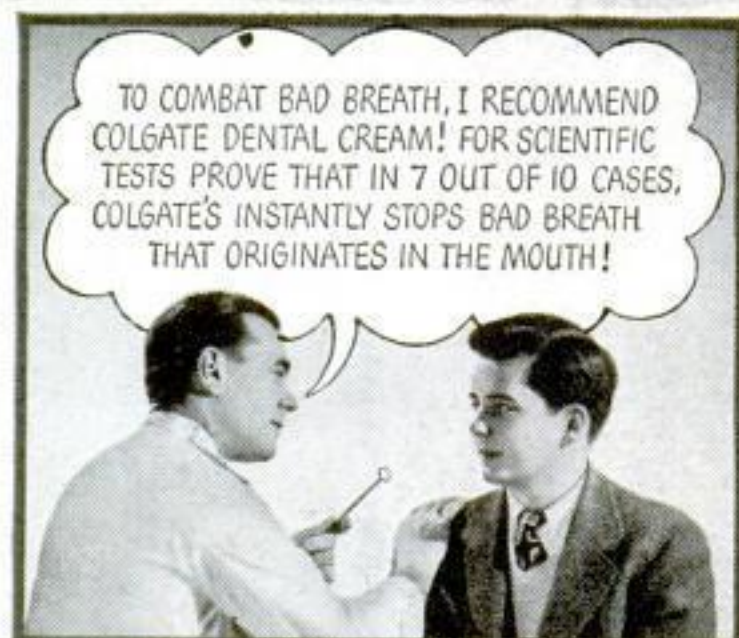
TRAIN has a white wake of heavy-hanging steam.



STORAGE TANK rises, looking like a submarine.

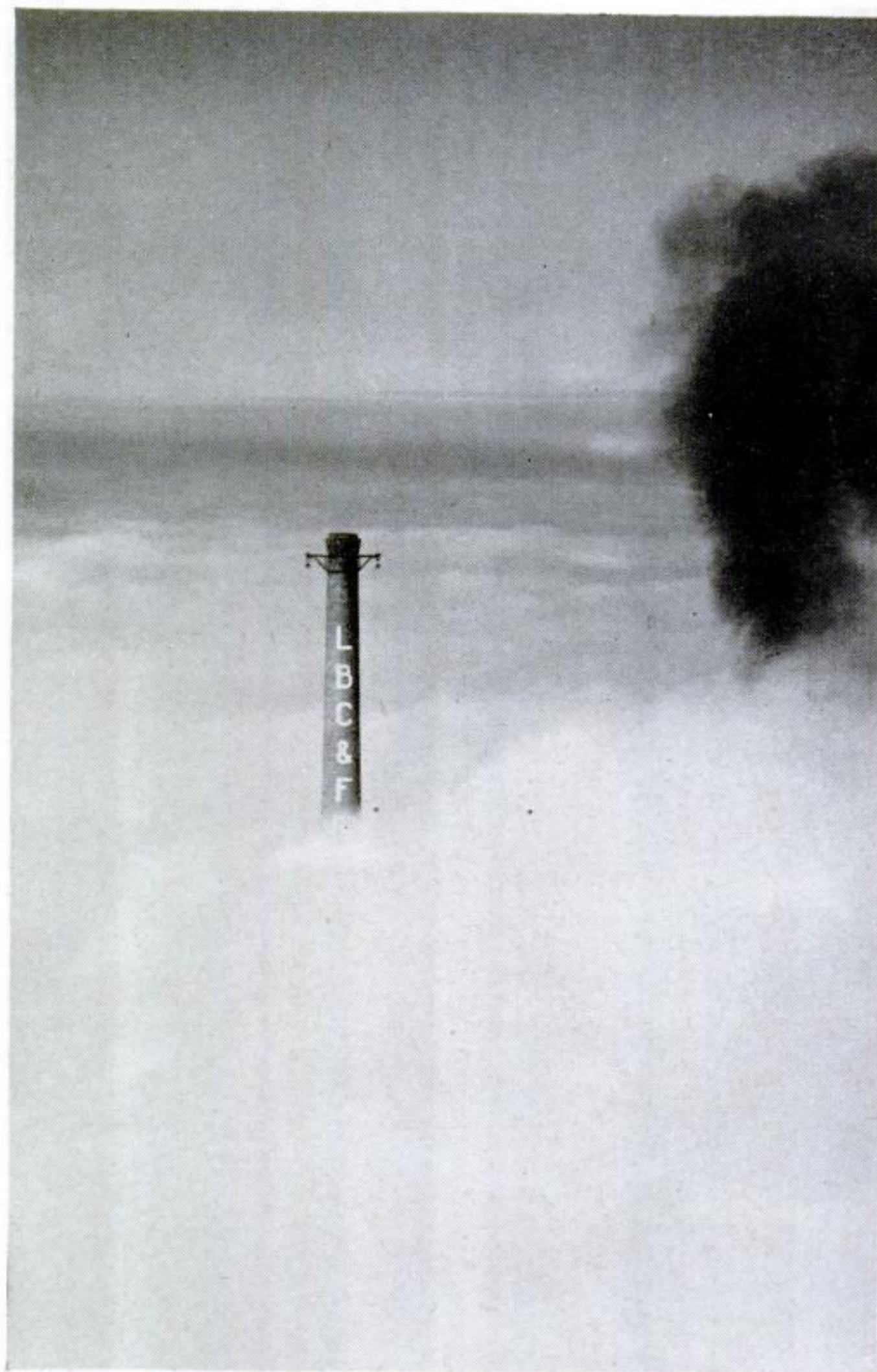


Sorry, Pal! You're Dispossessed!

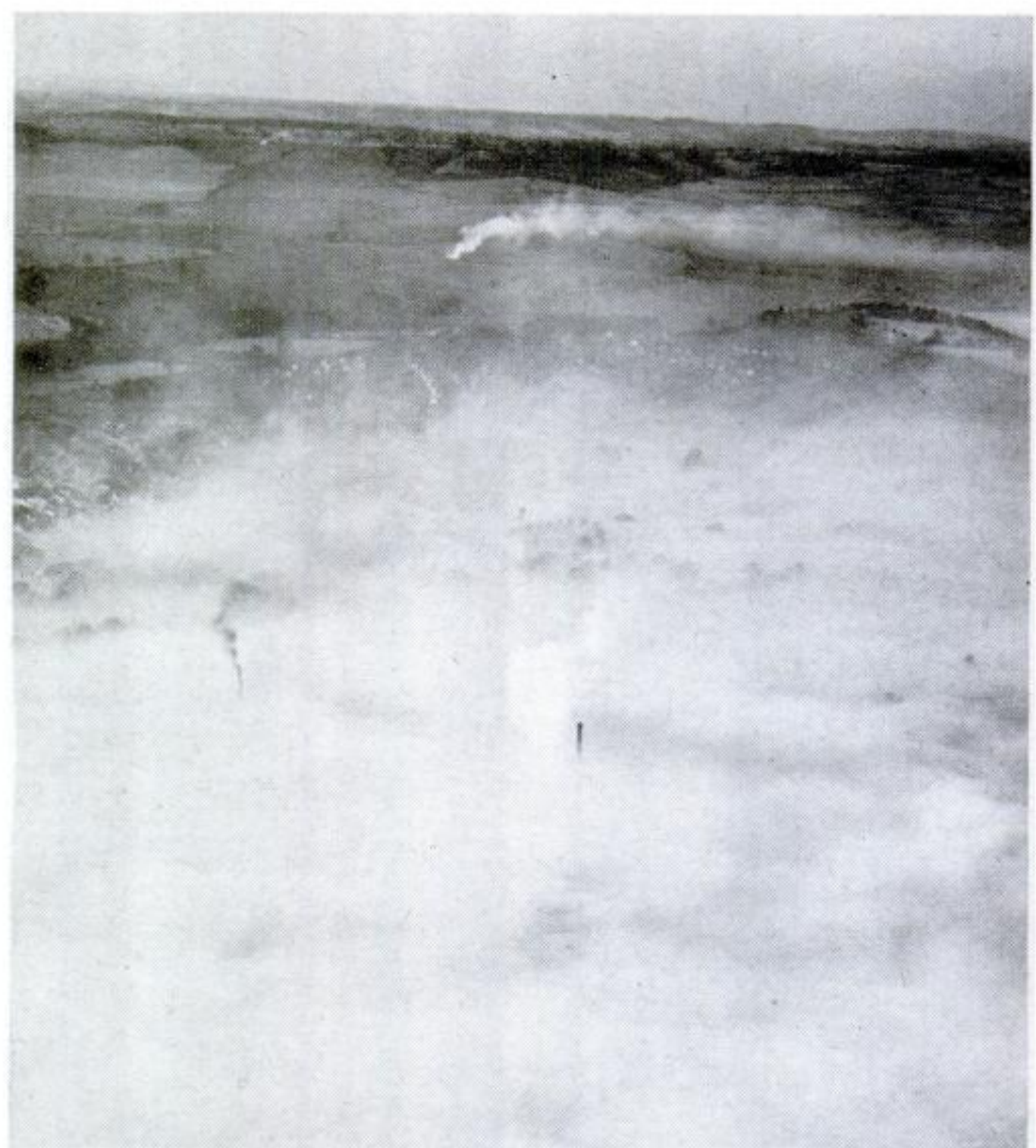


SPEAKING OF PICTURES

CONTINUED



FOG AT ITS DENSEST covers everything in the town of Hitchin except a smokestack of the London Brick Company, which stands out like a lighthouse.



FOG ROLLS AWAY in midmorning, slowly revealing Hertfordshire fields and towns and leaving the ordinary fire and factory smoke all alone behind it.

PHOTOGRAPHS PP. 20, 21, 22 AEROFILMS FROM EWING GALLOWAY, N.Y.



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Tough enough for a dog fight, soft enough for a baby's skin

Koroseal is colorful, permanently fire-safe, washable, too

ALMOST everyone has had the experience of a beautiful new chair soiled and scratched, a fine traveling bag soon scraped and stained. Now you can keep upholstery and luggage brand-new-looking for years: Koroseal flexible material is virtually scuffproof, it can easily be washed clean with soap and water, it will look new and fresh long after other materials would be cut, frayed, stained and old.

But that's only part of the story.

Because it is *permanently* waterproof (and so cannot absorb water) raincoats, shower curtains, golf jackets of Koroseal flexible material never need be dried out, they never stick nor crack even if folded away wet.

Moths don't like Koroseal, so garment bags, blanket bags, hat boxes keep clothes safer.

Because Koroseal flexible material stands air and sun as well as wear, Koroseal garden hose can be left out

in the sun, never needs to be drained (it's *much* lighter, too) and clothesline can be left out all the time—just wipe it off to keep it clean.

Note we've said Koroseal *flexible* material. It is so soft and pliable that it won't chafe the tenderest skin, so it's ideal for crib sheets, baby pants, bibs, play pen pads. Waterproof, easily washed, they make a mother's work easier, and save money because they last so long.

At leading department stores—and baby pants and crib sheets are so pop-

ular they're also sold in drug stores. Every genuine article is prominently labeled. *The B. F. Goodrich Company, Akron, Ohio.*

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
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"Mighty good-looking!"



THAT'S WHAT OWNERS SAY ABOUT THAT HANDSOME NEW 1949 **MERCURY**!

*You just can't blame a new **MERCURY** owner for bragging that his long, low, massive **MERCURY** is the best-looking 1949 car by far. And if he claims there isn't a handsomer automobile on the road, believe him. There isn't!*



Make your next car

MERCURY

YOU get *much more* than just good "looks" with your new, road-hugging 1949 Mercury!

And *everything's* been road-proven by thousands of satisfied owners for millions of miles!

You get a powerful new 8-cylinder, V-type engine with surprising economy! Owners claim 17, 18, 19 miles per gal-

lon—and up!* Front coil springing! A restful "comfort-zone" ride! Easier steering! "Super-safety" brakes! Softer, broader seating! Increased visibility, too!

See it and you'll say: "It's Mercury for me!"

*even more with optional overdrive.

MERCURY DIVISION OF FORD MOTOR COMPANY



White side-wall tires and rear wheel shields are optional

FIGURING ON A NEW REFRIGERATOR?



When you go shopping for that new refrigerator be sure to see the *only* kind that is *air-conditioned* for *complete* food protection—the beautiful modern *ice* refrigerator.

This amazing refrigerator gives foods all *three* scientific essentials: constant cold, proper moisture and clean washed air. No rapid drying out of foods, no transfer of flavor from one food to another.

No breakdowns, no noise, no defrosting... and you always have pure, crystal-clear, hard-frozen ice—*genuine* ice—on hand for every cooling need.

Inexpensive to buy! Economical to use! Let your local Ice Company show it to you.



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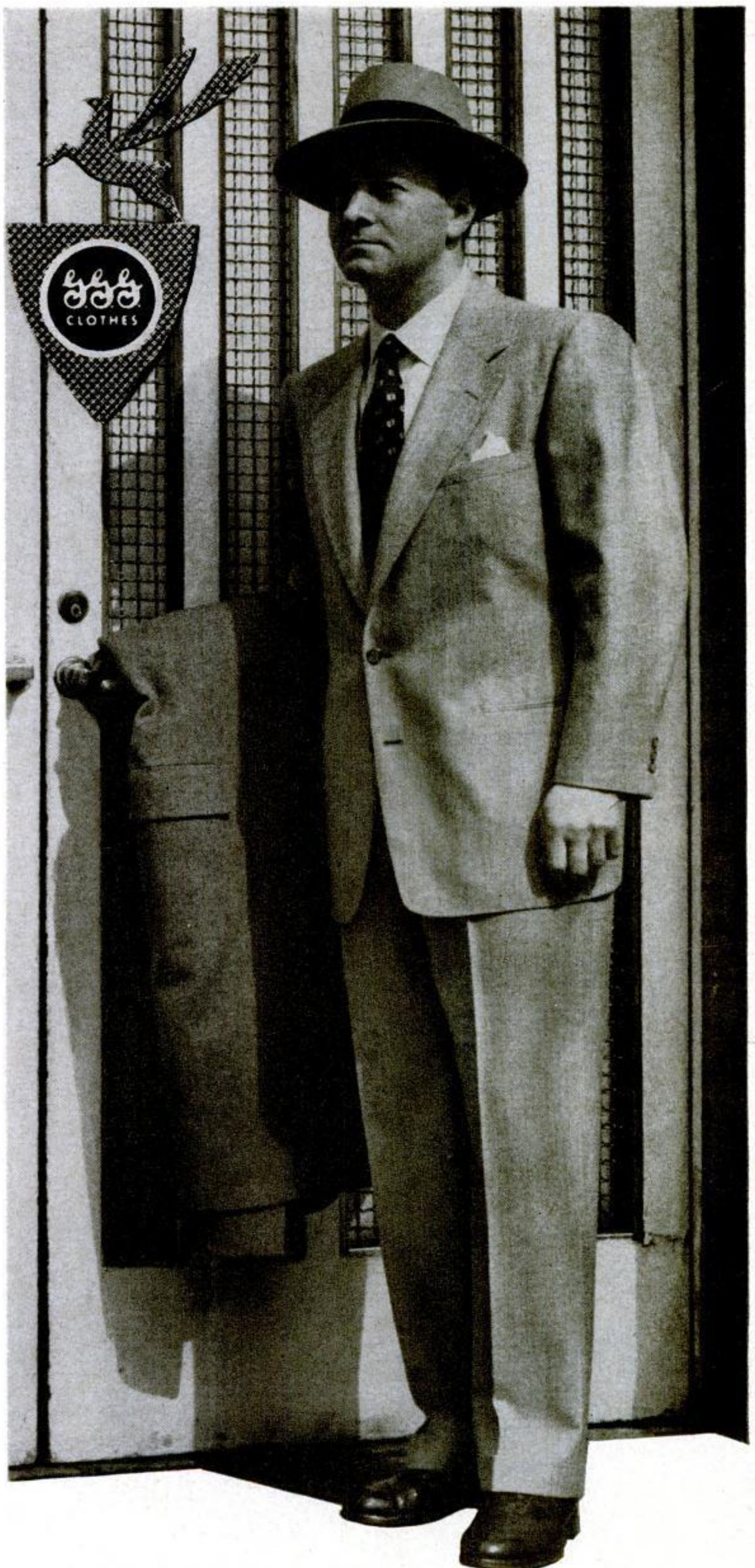
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doctor ordered to
make the Judge forget...
and give him
something to remember!

The Judge

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and sitting pretty
in sunny California
... while Boston burns!

Steps

Out *and how!*



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in
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Produced by MICHEL KRAIKE • Directed by BORIS INGSTER

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LIFE'S COVER

Mary Martin, the girl from Weatherford, Texas, has now appeared three times on LIFE's cover: first time was in 1938 as an unknown newcomer who wowed Broadway in *Leave It to Me*, singing *My Heart Belongs to Daddy*; next in 1943 in another Broadway hit, *One Touch of Venus*; and here, with her close-cropped hairdo, in her biggest and best theater triumph, *South Pacific* (pp. 93-96). In these 11 years Mary Martin has been a hit in four big stage shows and half a dozen movies. The too-big sailor suit she wears on the cover is her costume for a burlesque dance routine in her newest smash hit.

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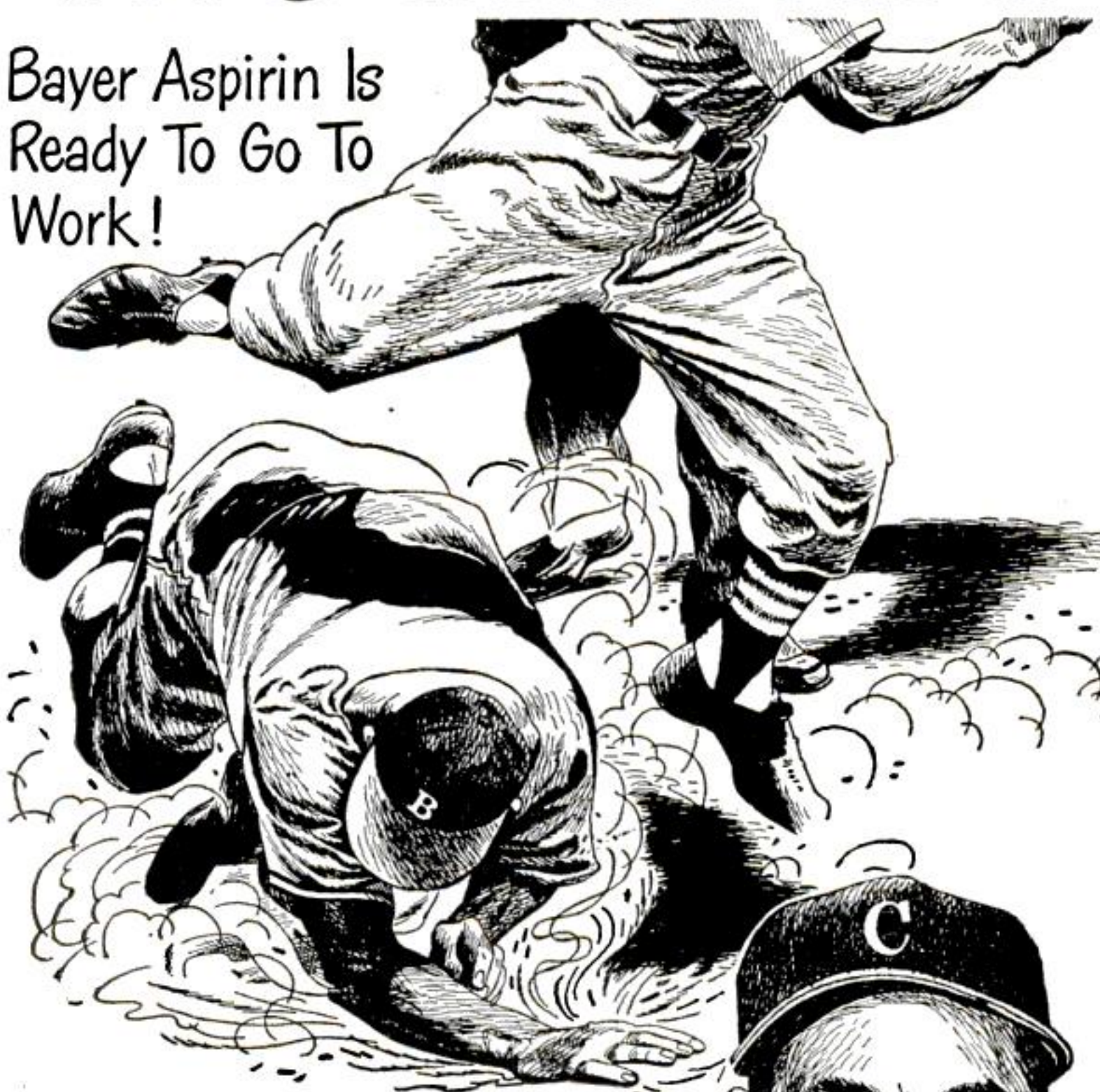
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In 2.7 Seconds
The Average
Major League
Double Play Is
Completed...
But In Only



TWO SECONDS

Bayer Aspirin Is
Ready To Go To
Work!



MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



The two most important kinds of relief when you have an ordinary headache, neuritic or neuralgic pain, are *fast* relief and gentle, *dependable* relief. And one thing that gives you *both* is Bayer Aspirin.

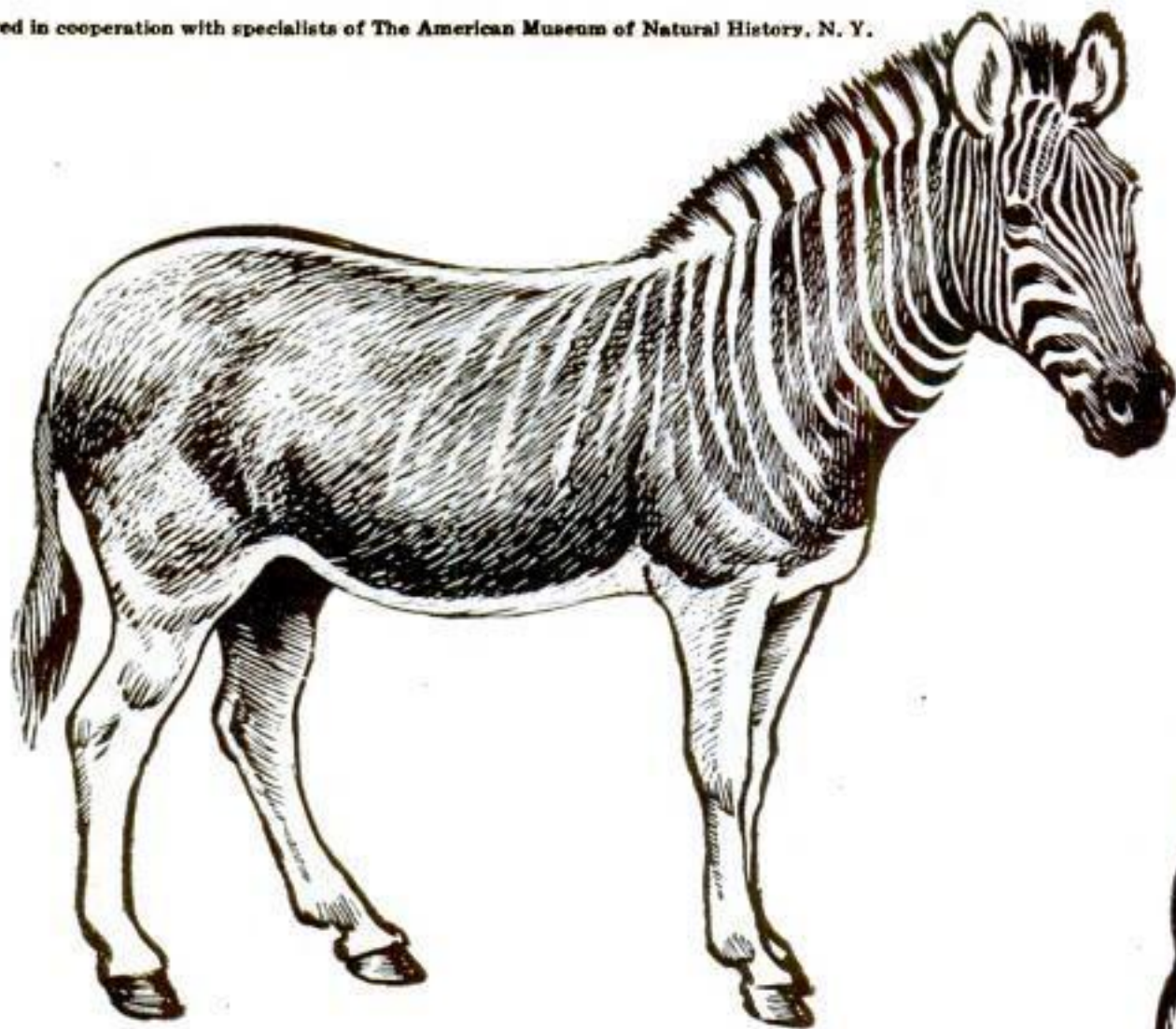
Because Bayer Aspirin starts disintegrating almost instantly you take it... because it's actually ready to go to work in *two seconds*... it brings relief with amazing speed. And besides being so effective that doctors regularly prescribe

it for pain relief, Bayer Aspirin's single active ingredient is so *gentle* to the system that mothers give it even to small children on their doctors' advice. That's why, when you take it, you can take it with utmost confidence.

So don't experiment with drugs that have not stood the test of time. For *fast*—and *dependable*—pain relief, do as millions do. Use Bayer Aspirin. And when you buy, be sure to buy by name. Ask for *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

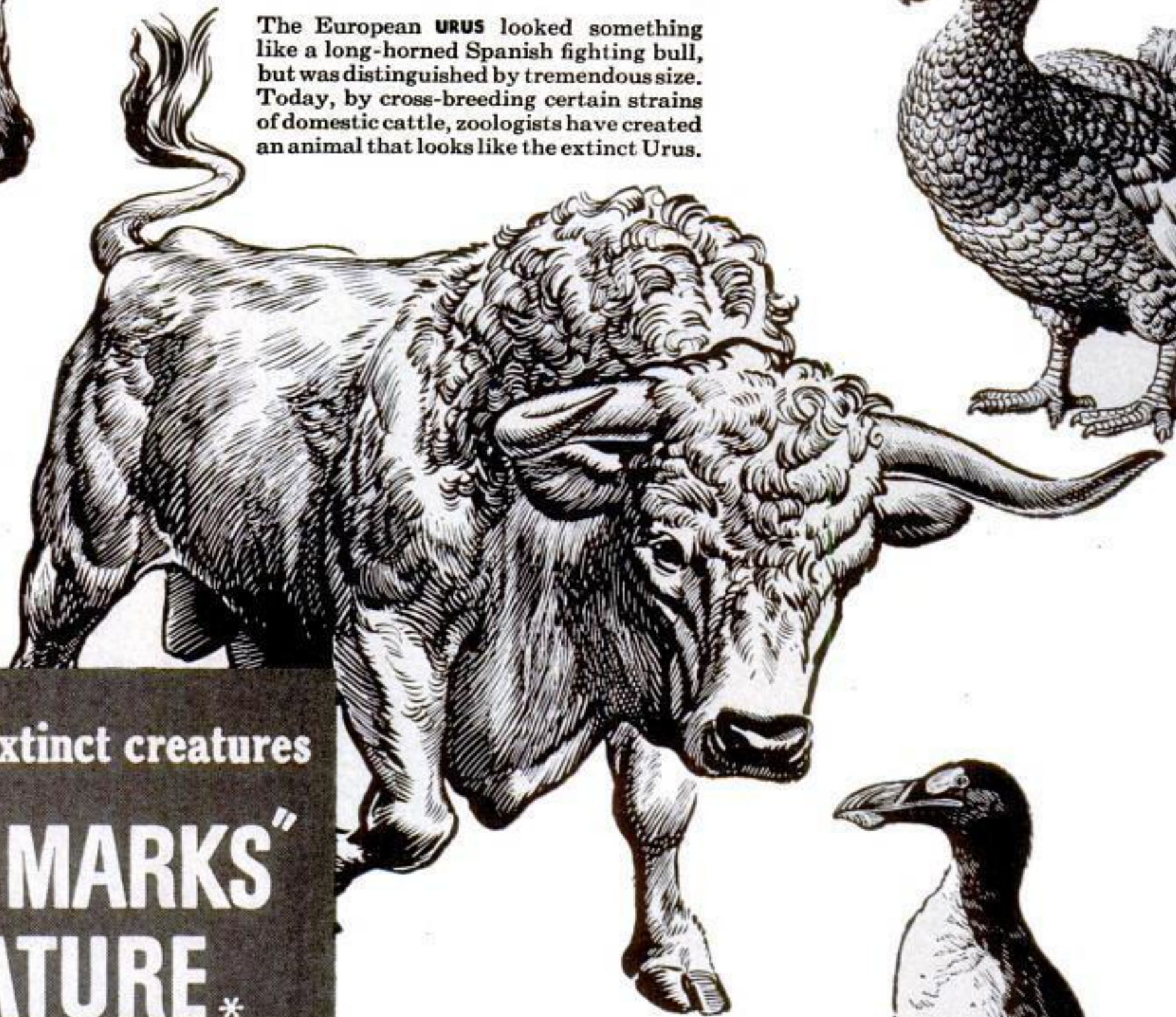


Zebra-like stripes on the neck and shoulders marked the vanished **QUAGGA**. Less than a hundred years ago this member of the horse family was very common in South Africa.

A huge curved beak, a great round body, short thick legs and soft, useless wings distinguished the grotesque **DODO**. The last living one was seen on an island near Madagascar at the close of the seventeenth century.

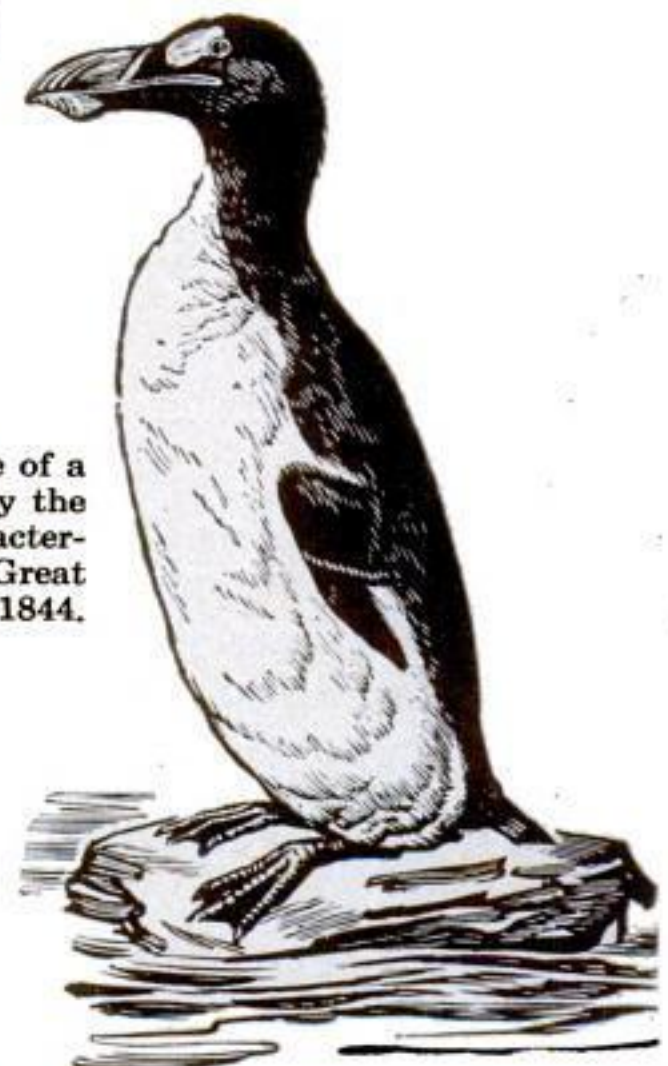


The European **URUS** looked something like a long-horned Spanish fighting bull, but was distinguished by tremendous size. Today, by cross-breeding certain strains of domestic cattle, zoologists have created an animal that looks like the extinct **Urus**.



When you study extinct creatures
THE "TRADE-MARKS"
OF NATURE *
 identify these recently
 vanished species

The **GREAT AUK** had the appearance of a penguin, but could be identified by the shape of his wings and a characteristic large beak. The last two Great Auks were killed by fishermen in 1844.



The giant **MOA** of New Zealand, extinct for six hundred years, was characterized by its great size and the total absence of wings. The Moa stood over ten feet tall.



When you buy gasoline
THE "TRADE-MARK"
"ETHYL"
 identifies gasoline stepped up
 with "Ethyl" antiknock fluid



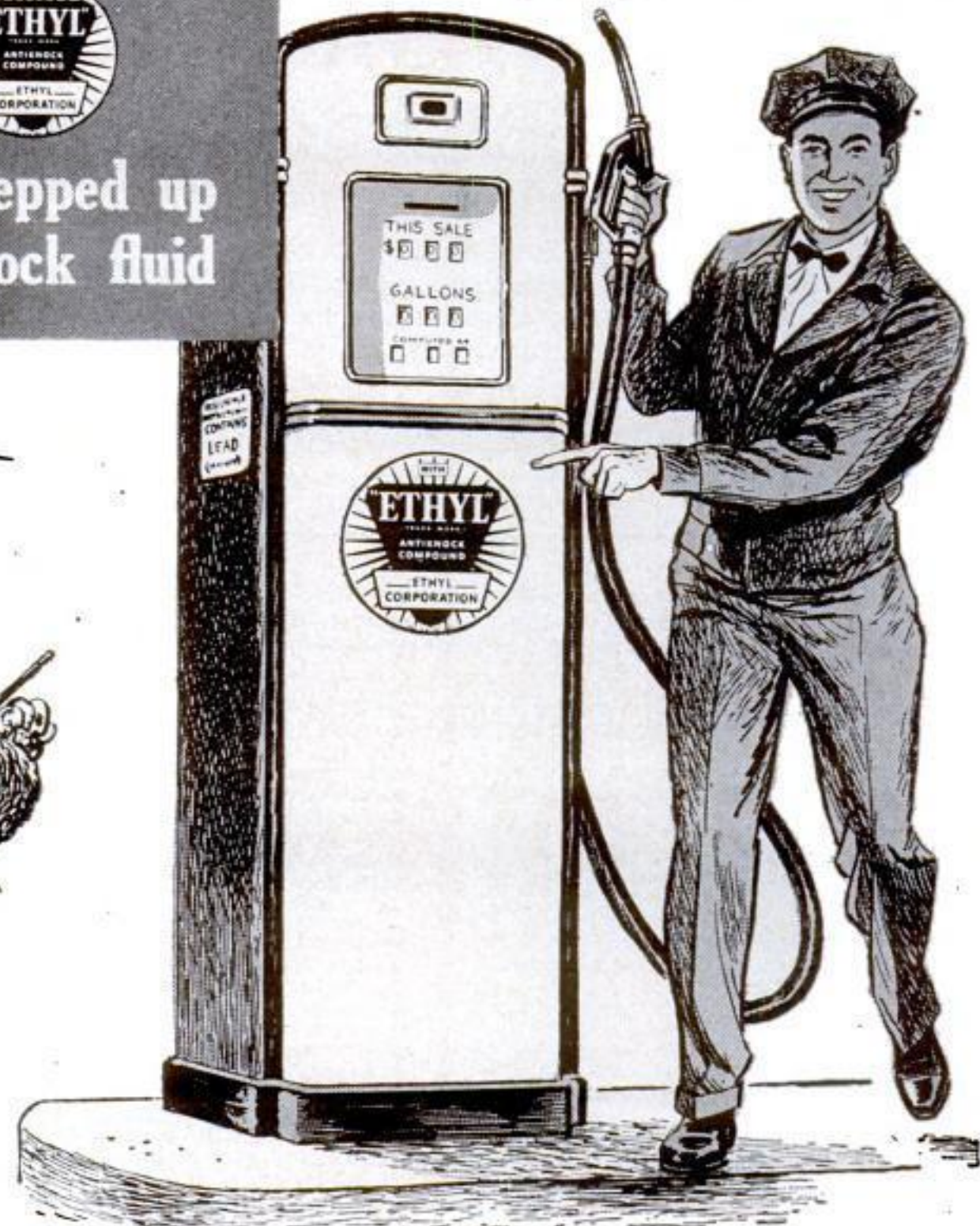
STELLER'S SEA-COW, an extinct relative of the manatee, was distinguished by its huge size—often reaching a length of twenty-five feet. This interesting marine mammal was exterminated by man in the eighteenth century, only thirty years after its discovery.



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ANXIETY FOR A RELATIVE OR A FRIEND SHOWS IN EVERY FACE AS THE PEOPLE OF EFFINGHAM GATHER IN THE MORNING TO WAIT BEHIND THE ROPE BARRIERS

SORROW IN THE "HEART OF THE U.S."

The town of Effingham, Ill. lies at the intersection of U.S. 45 and U.S. 40, two great transcontinental highways. So the 8,000 people of Effingham proudly call it the "Heart of the U.S." Effingham's people are mostly farmers, tradesmen, merchants or employees of local factories that make stoves, church furniture and butchers' blocks. It is the county seat, and its Catholic St. Anthony's Hospital was the only one in the county.

On the night of Monday, April 4, St. Anthony's three-story, 120-bed hospital had 128 patients and visitors. Just before midnight a fire started (no one yet knows how). Within one hour, amidst the screams of patients trapped in their beds, the cries of newborn babies and the anguished shouts of sisters and nurses, the hospital burned to a shell (right). Seventy-four people died.

The fire brought out the heroism of Effingham's

people. A nurse rescued one patient, went back, rescued another but died in the act. Another nurse died because she chose to stay with the helpless occupants of the nursery (pp. 32, 33).

On the morning after the fire the sorrow of Effingham was centered in the silent groups of people around the burned-out hospital (above). By the time they had drifted away, the sorrow had spread through the county. A man said, "There is no one who hasn't lost a friend or relative." While funerals were held, while the people strove to recover from the shock, LIFE's Photographer Wayne Miller took the eloquent pictures on these five pages.

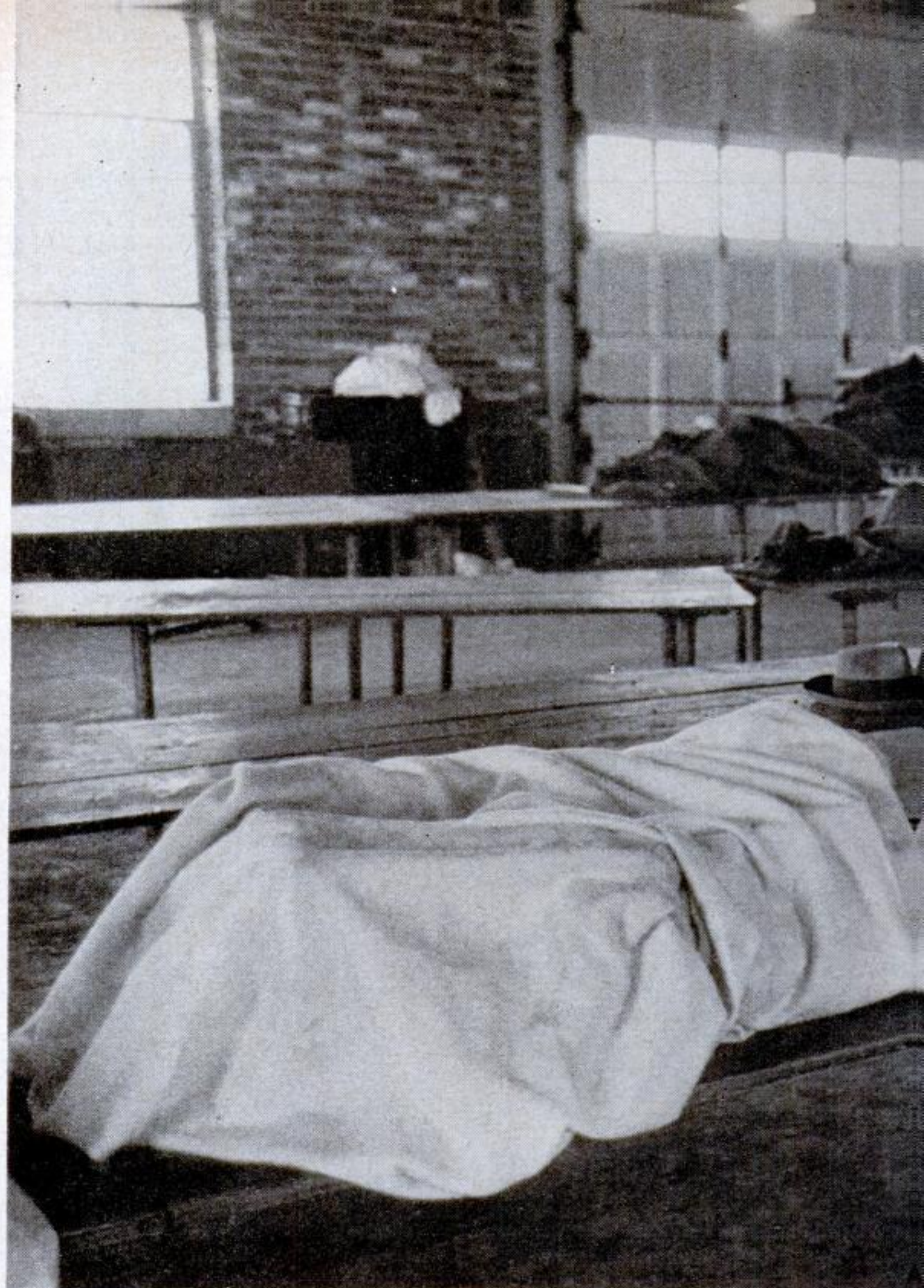
Slowly Effingham recovered. Within a few days the people had started a campaign to raise \$2.4 million for a new hospital. Among the first to give was a father who donated \$100 when he returned from burying his twin babies who died in the fire.



AT HEIGHT OF FIRE entire interior of hospital is aflame. Blaze started in cellar, swept up laundry chute.



GIRLS OF THE TEUTOPOLIS SCHOOL BAND stop by the burned-out hospital after attending the funeral of Doris Brummer. When Doris went to Teutopolis School she played the sousaphone in the band. Eight weeks ago she broke her leg while swinging on a vine in the woods near her home. It was in a cast when the hospital burned.



IN THE TEMPORARY MORGUE Byron Erwin lifts a gray blanket in his search for the remains of his 6-week-old nephew. The baby's parents were too upset to make the search themselves. The morgue, a garage-storehouse, was 100 yards back of the hospital. Tables were quickly set up, and firemen and soldiers brought in the bodies of the dead



DAY OF BRUMMER FUNERAL One of the hardest hit families was that of the Brummers, who lost a 12-year-old daughter and a newborn grandson. Daughter Doris, hospitalized with a broken leg, had been forced to stay two days longer because her crutches

did not fit. The baby was the son of Ed Brummer and his wife, who had celebrated their wedding anniversary at the hospital the day before the fire. Ed's wife got out unhurt, but both his sister and his son were killed.

These pictures of the family were taken on the day Doris and the baby were buried in





on stretchers. Outside the morgue a special roped-off section was set up for those who were there to identify their relatives. As the stretchers arrived, one by one, these people paced up and down quietly or just sat and waited. The newborn babies could be identified only by special beads the hospital had tied around their necks when they were born.



AT A MASS FOR HIS FATHER and other victims tow-headed 10-year-old Bobby Ries looks in wide-eyed wonderment from a crowded pew of St. Anthony's Church. Bobby's father Frank Ries, the hospital engineer, died in a frantic attempt to rescue Bobby's mother, a nurse. Mrs. Ries jumped to safety but was badly injured, almost died.



the same casket. Breakfast was a silent, tense scene, with everyone thinking his own thoughts, no one wanting to say much. After breakfast the Brummers went about their household routines mechanically (*left picture*). Now and then 7-year-old Jo Ann broke down and her sister had to calm her (*center*). Ed did his best to comfort his wife (*right*).



But he also had to help with his younger sisters. Unable to understand what was going on, they kept asking, "Can I please wear my best clothes to the funeral?" Getting all of her six remaining children ready for the funeral helped take Mrs. Brummer's mind off her sorrow, but still she could not help saying, "It's the one that's not here that you want."



THE MINISTER SPEAKS OVER FERN'S CASKET IN HOLLIDAY'S CHURCH OF CHRIST

FERN RILEY WAS A HEROINE



FERN'S GRADUATION PICTURE

Twenty-two-year-old Fern Riley lived in the little town of Holliday, 17 miles north of Effingham. Fern was a brown-haired girl, the third of 10 children of John Riley, a factory worker. She went to grade school in Holliday, then to the Cowden Community High School a few miles down the road from Holliday. She was a quiet girl and seldom went out on dates. She was a bright student, a good athlete and so much of a tomboy that when she graduated her school yearbook carried a poem under her picture which read, "Gun no kill, fire no burn, big strong girl, call her Fern."

While still in high school Fern announced that she wanted to take up Catholicism and become a nun. Her parents objected, so as a compromise Fern enrolled in a Catholic nursing school. She had not finished her course

when she got a nursing job at St. Anthony's Hospital in Effingham. That was 18 months ago, when she was 20.

On the night of the fire she was on duty caring for 10 newborn babies in the second floor nursery. When the alarm sounded someone heard her shout, "My babies! I've got to stay with my babies! Her body was still in the nursery when the fire burned out.

Two days later, at Fern's funeral in a little Protestant church in Holliday (above), her family and her friends listened as a fitting epitaph was spoken over her flower-covered casket: "It was the charity of her heart that made her stay."



DURING THE FUNERAL the Riley family bows in prayer. Standees ranged along both sides and even outside the 50-seat church, which is across street from Riley home.



FERN RILEY'S FAMILY stands in front of the simple Riley home. They are, left to right, father, mother, married sister Virginia Sanders, brothers Ralph, John (who was



recently drafted) and Jack, sister Wilma, brother Donald and sisters Elva and Rosalie. This picture was taken on the sunless afternoon that Fern was buried in the little grave-

yard three miles down the dirt road. Friends who have driven home with them after the funeral have left and Fern's immediate family is alone for the first time since the tragedy.

GOD'S UNDERGROUND

WHAT WOULD HAPPEN IF IT ROSE IN COMMUNIST RUSSIA—AND IN THE SECULAR U.S.?

Wouldn't it be wonderful news, to hear that there is an underground in Russia—and a Christian underground at that? Well, that news has been reported. A book called *God's Underground*, recently published here (Appleton-Century-Crofts, Inc., \$3), tells about it in circumstantial detail. The author, "Father George," a Croat, is vouched for by Msgr. Fulton J. Sheen. Father George, according to Monsignor Sheen, is a Roman Catholic priest who spent 18 months with the Red Army, disguised as an officer, six of those months inside Russia.

One of Father George's stories is about a young married couple. Unbeknownst to each other, both of them were secretly Christians. When their first child was born, the mother waited until her husband was away and carried the baby 15 miles to the nearest priest to be baptized. A little later the husband, who was watching his chance, too, took the baby to his mother on a visit and had the child presented for baptism to the same priest. When the priest refused to baptize the baby twice, the husband and wife discovered their mutual secret.

Another Russian, who had been a young Communist zealot, told Father George how the Word had been passed to him. He and some of his pals had begun to be restless under the dialectical discipline of the party and had begun to read forbidden books whenever they could lay their hands on them. One night a friend brought him some papers written in longhand and told him to read them and pass them along. He tucked the papers inside the lining of his coat and when he was safe in his room read the forbidden manuscript. "It was an amazing story. I did not know who had written it, but it touched my heart. It was the Gospel according to St. Luke."

Crypto-Christians

Godless Russia, says Father George, is riddled with such crypto-Christians—"the strongest underground the world has seen since the martyrs of the catacombs toppled the Roman Empire. . . ." Let's hope he is right. Even if he is only fractionally right, it's good news for us. A Christian underground in Russia is not the only ally against Communism we need but perhaps the only ultimately effective one. If the alternatives are 1) to knock down the Iron Curtain by force or 2) to have the Russians lower it of their own accord, all men of good sense and goodwill would certainly choose the second. Communist Russia, says Winston Churchill, fears our friendship more than it does our hostility. A Christian Russia would not fear our friendship but seek it.

There is another reason why we should welcome signs of spring in Russia's antireligious winter: as evidence, often repeated but always needed, that God never permanently abandons man to godlessness. God's underground, which readies the grassroots for their spring-

time resurrection, never lets the wintry *status quo* last unseasonably long.

Rumors of springtime in Russia also raise a reminder and a question for us. How goes it with God's underground in the Christian West? Perhaps that seems like a foolish question. Here in America, at least, we have a Christian country, have we not, with our religion all open and aboveboard, with hundreds of thousands of churches, with preachers in every pulpit, with good works and pious words on every hand and on every other lip? Certainly we do more than tolerate religion in the United States: we encourage it, especially on Sundays. And, though we have always been careful to keep the state from joining any particular church, we like to feel that the state is conscious of the church's watchful eye. And yet, besides encouraging the public function of religion, we pride ourselves also on religion's being a private affair of individual Americans. Religiously speaking, we believe in volunteers, not conscripts; we have no regular army but a loosely federated outfit of local militia, guardsmen and ancient and honorable artillery companies. There are splendid uniforms among them, and shiny equipment, but the number of effective divisions is much smaller than the muster rolls would indicate.

The \$64 Euphemism

Communism is not the only threat to Western civilization, and perhaps not the greatest threat. The greatest threat to our civilization comes from within that civilization itself: our \$64 euphemism for it is secularism. A much blunter word is godlessness. Our civilization, for all its churches and all its churchgoers, is predominantly a secular, godless civilization.

Yet among us, too, there are signs of spring. More Americans are going to church than ever before—and going to church is not necessarily, not invariably a nonreligious act. There are Christians even in the church. Pharisees go to church, admittedly; perhaps some of them are even pillars of it; but publicans and sinners, and good people, go too. More and more Christians, feeling the scandal and weakness of a divided Christianity, are trying to join forces. Agnosticism is no longer a requisite earmark of intelligent youth.

Another small sign of Americans' interest in religion is the extraordinary rise on the best-seller lists of a book called *The Seven Storey Mountain*. This book, by a young American named Thomas Merton, is a quiet, deeply religious autobiography, telling of his not very exciting life up to the age of 26, when he entered a Trappist monastery in Kentucky. It is essentially a hymn of praise to the contemplative life. And the faith it voices, though it is dogmatically and uncompromisingly Roman Catholic, is also so profoundly Christian that Baptists and Presbyterians can say amen to it. Merton has put the case for religious faith

versus secular good works in an extreme and arresting assertion. He claims that the real powerhouse that keeps America going is the prayers of the faithful (in his book, the monks): "This is the center of all the vitality that is in America. This is the cause and reason why the nation is holding together. These men, hidden in the anonymity of their choir and their white cowls, are doing for their land what no army, no congress, no president could ever do as such: they are winning for it the grace and the protection and the friendship of God."

It is hard to see why this quiet, almost devotional book should have aroused so much interest among American readers in this secular age—unless they were somehow predisposed to listen. Perhaps, both within the churches and outside them—who knows?—a deeper commitment to religion is growing. Perhaps new life is stirring in the unorganized religious underground of America too.

"Christ Is Risen!"

Supposing that Christian underground grows and spreads, worldwide? The apostles must have had that vision, or something like it, when Christianity was only a tiny underground sect in a small, fanatically hostile province of the Roman Empire. It remains a vision still.

But this is the time of year when men are naturally predisposed to look for that kind of miraculous growth. Soon it will be Easter time when the Christian world celebrates its rite of spring—the triumphant mystery of the Resurrection, the Christian's promise and proof of a greater and better than earthly spring. In Russia, in the bad old days before these bad new days, in the time of Chekhov and Tolstoy and Dostoevski, Easter was the pinnacle of the Russian year, the greatest and joyfulest of anniversaries—a day whose wonderful password was "Christ is risen!"

If God's underground should rise in Russia, if God's underground should resurrect the churches here in America, what a day that would be! What an uncommon century in man's history this one might yet become!

PICTURE OF THE WEEK: ➔

Last week in the town of Auxerre the President of France, Vincent Auriol, unveiled the heroic and heartbreaking monument shown on the opposite page. Carved of a great block of white stone, the five struggling figures symbolize, and the inscriptions name, some 600 valiant residents of the Auxerre area who were deported and murdered during the war for resisting Nazis. Sculptor Henri Lagriffoul and Architect Robert Moutard had worked two years to perfect the monument. The unveiling ceremony was held in a drenching rain—a rain that somehow seemed appropriate to the memorial's somber theme and to the fact that in parts of the world the struggle against tyranny is not yet won.



A MEMORIAL TO FRENCH RESISTANCE MARTYRS
IS UNVEILED AT AUXERRE ON SUNDAY, APRIL 3



FOR THE KINGDOM OF BELGIUM:
POUR LE ROYAUME DE BELGIQUE:

P. H. SPAAK

P. H. Spaak



FOR CANADA:
POUR LE CANADA:

LESTER B. PEARSON

Lester B. Pearson



FOR THE KINGDOM OF DENMARK:
POUR LE ROYAUME DE DANEMARK:

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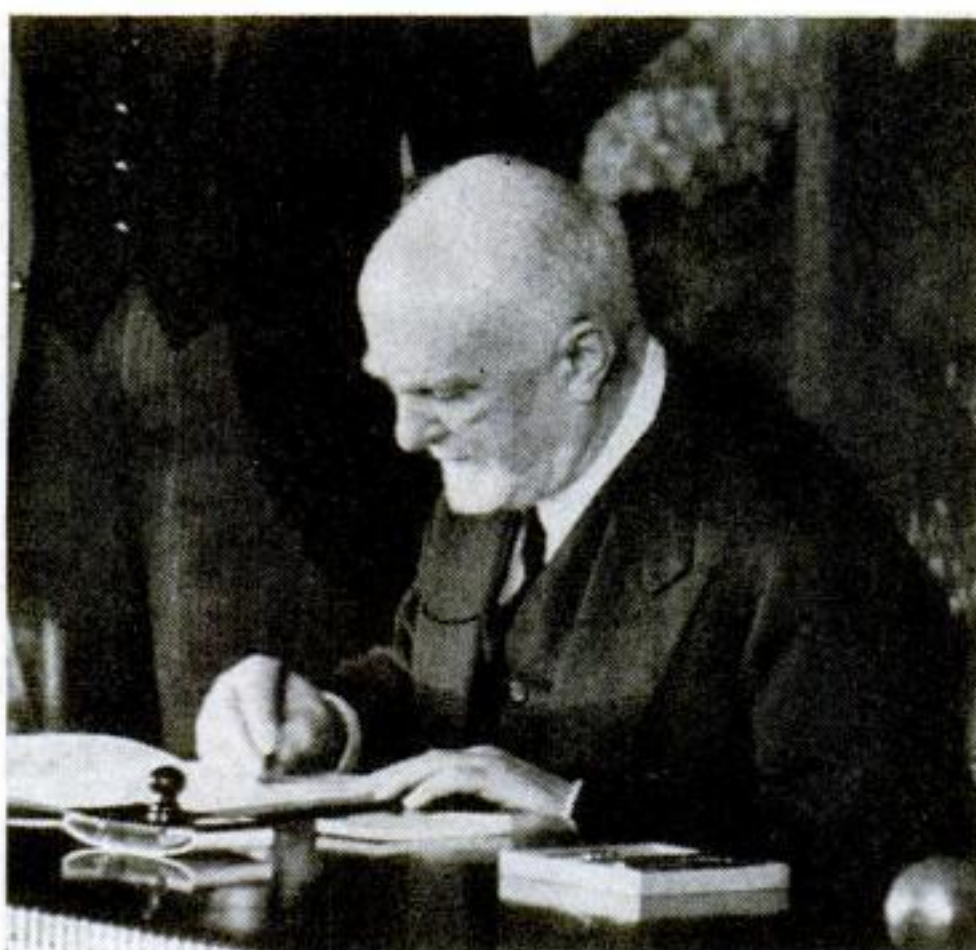
Gustav Rasmussen



FOR ICELAND:
POUR L'ISLANDE:

BJARNI BENEDIKTSSON

Bjarni Benediktsson



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POUR L'ITALIE:

SFORZA

Sforza



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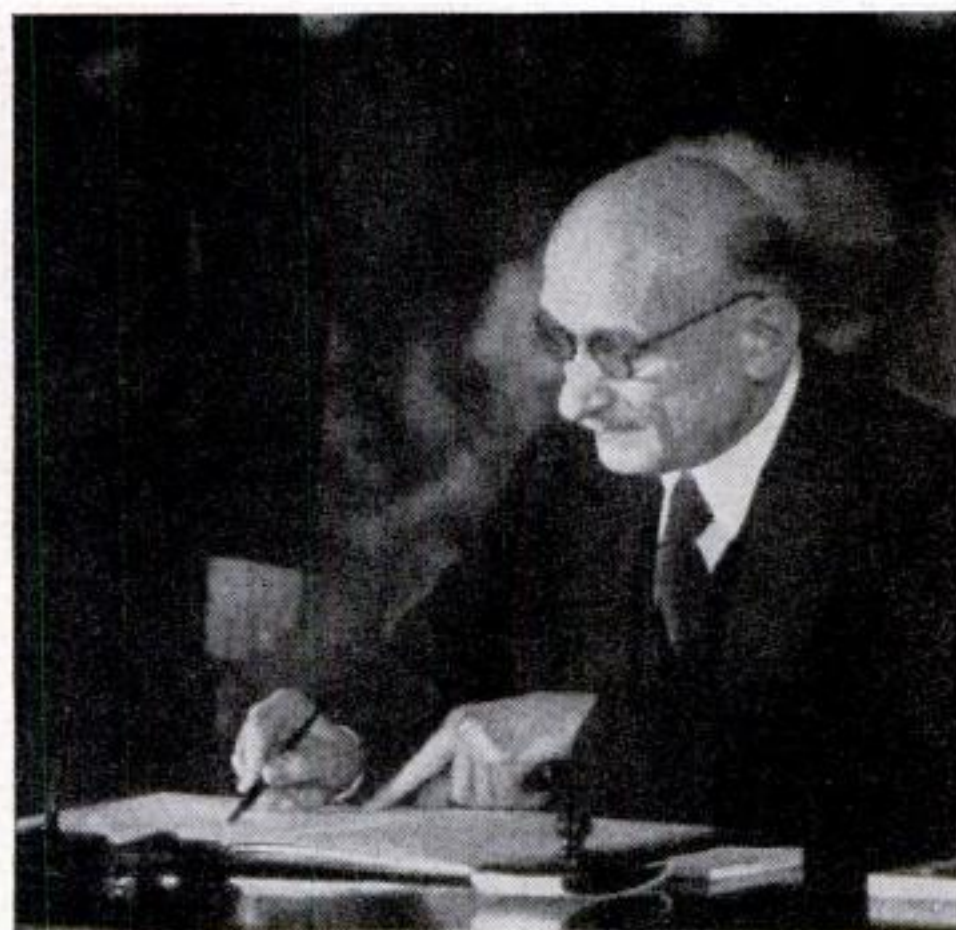
Jos. Caeiro da Mata



FOR THE UNITED KINGDOM OF GREAT BRITAIN
AND NORTHERN IRELAND:
POUR LE ROYAUME-UNI DE GRANDE-BRETAGNE
ET D'IRLANDE DU NORD:

ERNEST BEVIN

Ernest Bevin



FOR FRANCE:
POUR LA FRANCE:

SCHUMAN

Schuman



FOR THE KINGDOM OF THE NETHERLANDS:
POUR LE ROYAUME DES PAYS-BAS:

STIKKER

Stikker



FOR THE UNITED STATES OF AMERICA:
POUR LES ETATS-UNIS D'AMERIQUE:

DEAN ACHESON

Dean Acheson



ALBEN BARKLEY AND HARRY TRUMAN LOOK ON AS SECRETARY ACHESON DIPS NEW PEN BEFORE SIGNING UP

THE PACT IS SIGNED

Ratification of Atlantic Treaty seems sure, but arms program is in doubt

The moment in history—4:51 p.m. on April 4, 1949, in Washington—recorded by the above picture arrived and passed in thoroughly American fashion. It was the moment when Secretary of State Dean Acheson signed the North Atlantic Treaty for the U.S., thereby joining the foreign ministers of 11 other countries in an alliance of mutual defense against the Soviet Union. President Truman, who was there to make a speech, took it into his head to accompany Acheson to the gleaming walnut desk where the treaty was signed by each minister in turn (left). Approaching the desk, the President seized Vice President Barkley's hand and had him stand by as a supporting kibitzer. The U.S. Marine Band accompanied the proceedings with some odd selections, including *I Got Plenty o' Nuttin'* and *It Ain't Necessarily So*. These ditties reminded one and all that many senators are reluctant to accept the treaty's attendant program of European rearmament and its moral commitment to defensive war.

President Truman in his speech said the treaty will be "a shield against aggression," not only in the Atlantic area but everywhere. But the Senate was

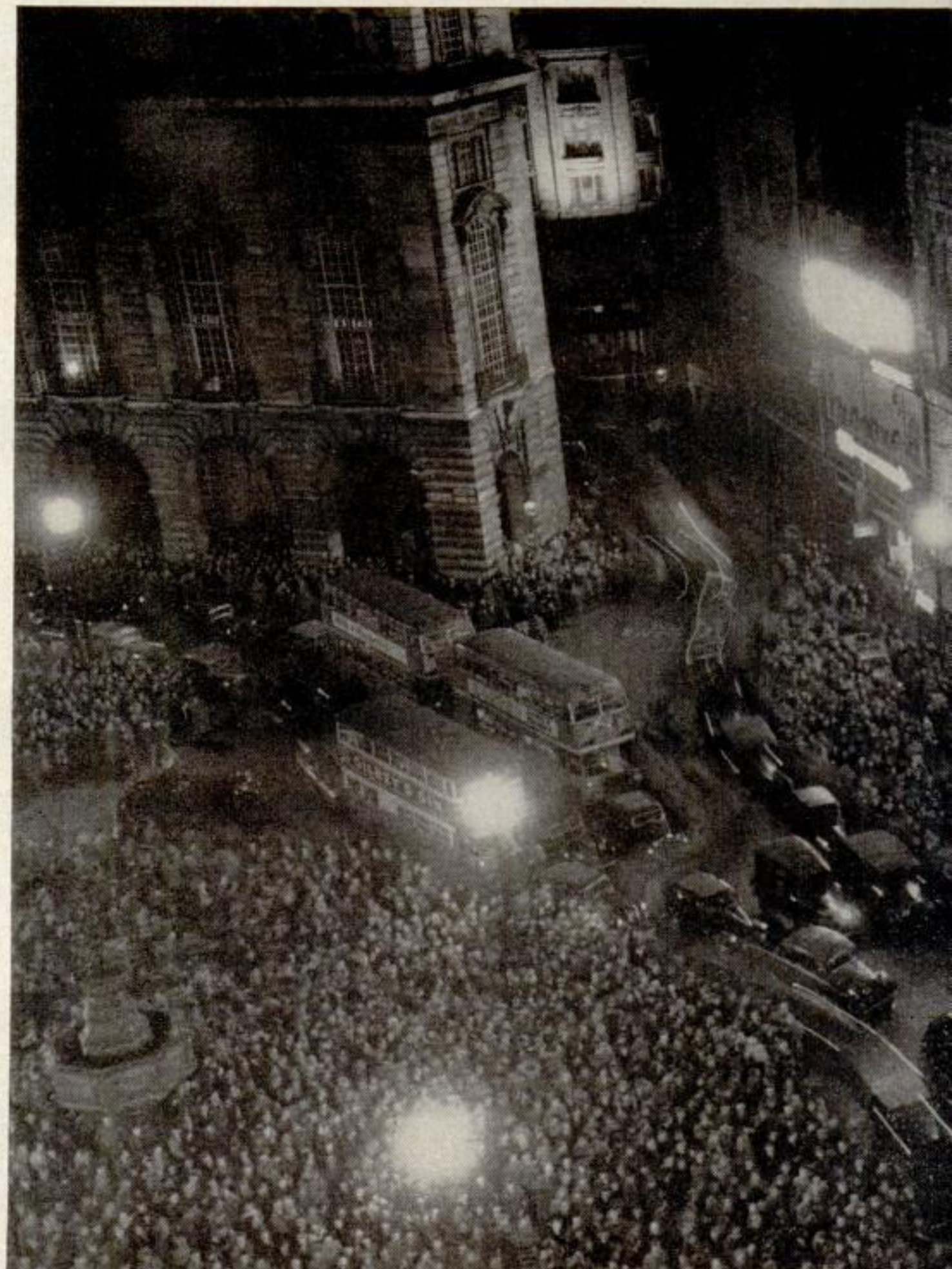
divided. A minority—probably not enough to prevent ratification—was unconvinced that the Constitution permits the treaty's war pledges. A larger group balked at the promise, made official last week, of immediate U.S. aid in rearming Western Europe. Senator Harry Byrd of Virginia objected to the cost (upwards of \$2 billion this year); some thought it would provoke Russia to war; others were just plain "agin" it. Behind all this lay a division of military opinion: the Army was for limited rearmament of perhaps 12 European divisions; the Air Force, relying on big bombers and the atom, insisted that money spent on ground arms would be wasted. At the State Department's request General Omar Bradley baldly said, "It must be perfectly apparent to the people of the U.S. that we cannot count on friends in Western Europe if our strategy in the event of war dictates that we shall first abandon them to the enemy, with a promise of later liberation." However clear this may have been to General Bradley, it was not yet clear to Congress. LIFE's Washington bureau reported that if the arms program had come to a vote last week it would have been defeated.



HOUSES OF PARLIAMENT ARE SILHOUETTED BY LONDON'S GLOW AFTER BRITAIN TURNS ON ELECTRIC SIGNS. BIG BEN, GLEAMING LIKE TWO MOONS, HAD BEEN LIGHTED



WATCHING THE SIGNS flashing in Piccadilly Circus, a small girl and her parents share the fascination of London's sudden brightness. Some children cried, frightened by the neon displays.



PICCADILLY CIRCUS is jammed by 50,000 Londoners as lighted advertisements blaze again. Traffic could only crawl. A light rain failed to discourage

DURING THE FUNERAL the Riley family bows in prayer. Standees ranged along both sides and even outside the 50-seat church, which is across street from Riley home.



Two days later, at Fern's funeral in a little Protestant church in Holliday (above), her family and her friends listened as a fitting epitaph was spoken over her flower-covered casket: "It was the charity of her heart that made her stay."

On the night of the fire she was on duty caring for 10 newborn babies in the second floor nursery. When the alarm sounded someone heard her shout, "My babies! I've got to stay with my babies! Her body was still in the nursery when the fire burned out."

18 months ago, when she was 20, when she got a nursing job at St. Anthony's Hospital in Effingham. That was

FERN'S GRADUATION PICTURE



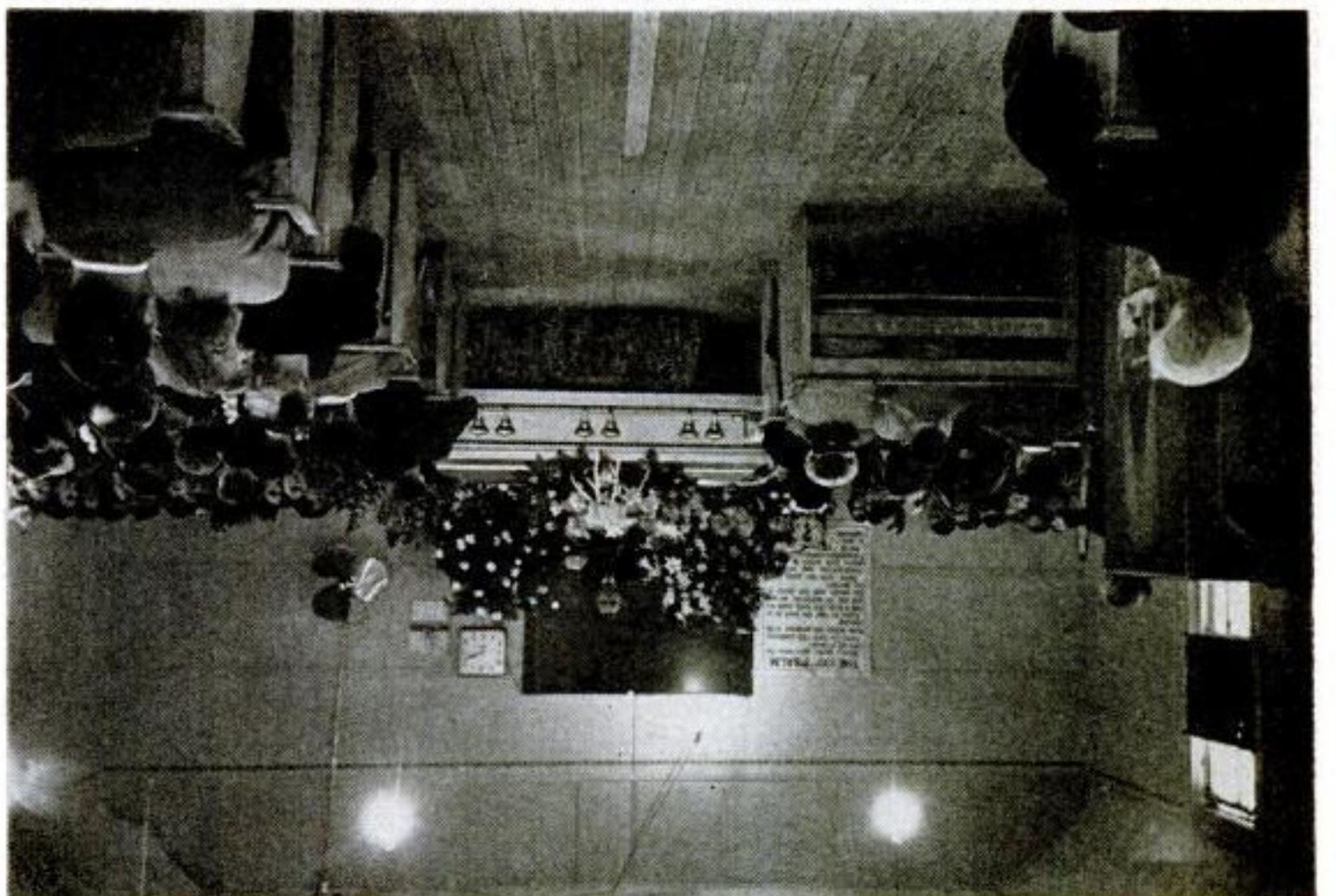
While still in high school Fern announced that she wanted to take up Catholicism and become a nun. Her parents objected, so as a compromise Fern enrolled in a Catholic nursing school. She had not finished her course when she got a nursing job at St. Anthony's Hospital in Effingham. That was 18 months ago, when she was 20.

On the night of the fire she was on duty caring for 10 newborn babies in the second floor nursery. When the alarm sounded someone heard her shout, "My babies! I've got to stay with my babies! Her body was still in the nursery when the fire burned out."

Two days later, at Fern's funeral in a little Protestant church in Holliday (above), her family and her friends listened as a fitting epitaph was spoken over her flower-covered casket: "It was the charity of her heart that made her stay."

FERN RILEY WAS A HEROINE

THE MINISTER SPEAKS OVER FERN'S CASKET IN HOLLIDAY'S CHURCH OF CHRIST



Sorrow in "Heart of U.S." CONTINUED

FERN RILEY'S FAMILY stands in front of the simple Riley home. They are, left to right, father, mother, married sister Virginia Sanders, brothers Ralph, John (who was



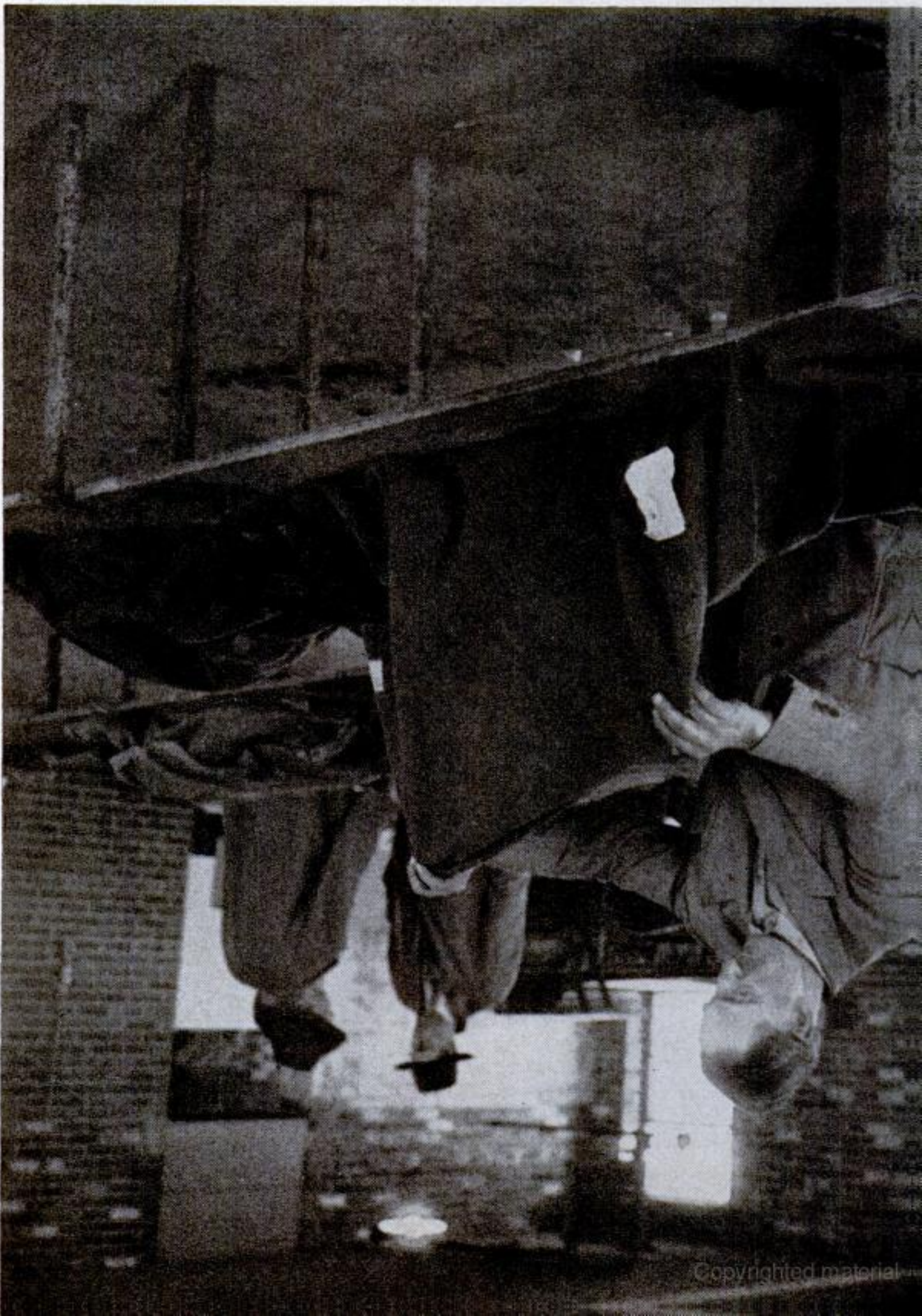


the same casket. Breakfast was a silent, tense scene, with everyone thinking his own thoughts, no one wanting to say much. After breakfast the Brummers went about their household routines mechanically (*left picture*). Now and then 7-year-old Jo Ann broke down and her sister had to calm her (*center*). Ed did his best to comfort his wife (*right*).



But he also had to help with his younger sisters. Unable to understand what was going on, they kept asking, "Can I please wear my best clothes to the funeral?" Getting all of her six remaining children ready for the funeral helped take Mrs. Brummer's mind off her sorrow, but still she could not help saying, "It's the one that's not here that you want."

on stretchers. Outside the morgue a special roped-off section was set up for those who were there to identify their relatives. As the stretchers arrived, one by one, these people paced up and down quietly or just sat and waited. The newborn babies could be identified only by special beads the hospital had tied around their necks when they were born.



AT A MASS FOR HIS FATHER and other victims tow-headed 10-year-old Bobby Ries looks in wide-eyed wonderment from a crowded pew of St. Anthony's Church. Bobby's father Frank Ries, the hospital engineer, died in a frantic attempt to rescue Bobby's mother, a nurse. Mrs. Ries jumped to safety but was badly injured, almost died.





PREVIOUSLY. THE LAMBETH BRIDGE (FOREGROUND) HAD BEEN DIMLY LIT



the crowd—largest since VE night—but when a downpour came, thousands took refuge in Underground stations where they escaped bombs during war.



SIR STAFFORD TAKES HIS BUDGET TO COMMONS

THE LIGHTS GO UP IN LONDON

A gloomy decade ends, but Britain still faces austerity

Britons never forgot the blond singer who used to warble in 1943, "I'm going to get lit up when the lights go up in London. . . ." At 7:07 p.m. on April 2 the same singer, Zoe Gail, wearing a top hat and waving a bottle of champagne (*below*), shouted from a restaurant balcony overlooking Piccadilly Circus, "Hey presto, abracadabra—let the lights go up in London!" Blacked out by war and then fuel shortages, advertising lights flashed on (*left*) for the first time since Sept. 1, 1939 and throngs of Londoners rejoiced. Show windows were lighted too, and street illumination improved. But if the British thought their austerity was over, they knew better four days later. Sir Stafford Cripps, grinning in perverse joy (*above*), told the House of Commons, "We cannot have our cake and eat it." His annual budget raised taxes on many necessities and appalled Laborites who are worrying about the 1950 national election. Seeing the light, Londoners eliminated Labor's majority in a city council election last weekend.



HAPPIEST LONDONER is Singer Zoe Gail, shown signaling the light-up from the Criterion Restaurant balcony. In 1943 she sang, "I'm going to get lit up when the lights go up. . . ." She did.

NEWS IN PICTURES FROM LONDON, COSTA RICA, NEBRASKA AND BERLIN



CURIOSITY IN LONDON

The little English schoolgirl hanging from the window sill above is peeking into a gruesome corner of adult life. She is dangling by her elbows from the window of Horsham magistrates' court, watching the murder trial of John George Haigh, a dapper businessman accused of hacking up a 69-year-old Kensington widow named Olive Durand-Deacon and then dissolving the remnants of her body in an acid bath.



SURRENDER IN COSTA RICA

In Latin America the minister in charge of the security is a good man to watch. President Jose Figueres of Costa Rica was not too surprised when Security Minister Edgar Cardona seized two forts in the capital city of San Jose and then offered to talk business. After some shooting, indiscreet Minister Cardona raised the flag of surrender and President Figueres (*center*, in business suit) accepted it.



MUD IN NEBRASKA

The mayor of Bloomfield, Neb. set out last week to demonstrate to the governor what he thinks of Nebraska's mud-clogged highways. Standing in the rear of a horse-drawn wagon, Mayor R. H. Kohtz directed a delegation of Bloomfield citizens on a slow and painful journey to the state capital at Lincoln. But even the delegates had to admit that Nebraska's fierce winter gave the governor a good excuse.



MUSIC IN BERLIN

On April Fool's Day in Berlin a few Germans felt sufficiently high-spirited to blow a welcome to spring. They assembled on the rubble-strewn terrace of a building ravaged by the war but now under reconstruction and sent music wafting over the city. Although no one could deduce much significance from this, Berliners agreed that a German band in April was, like bock beer, a very pleasant thing.



Fresh-Tomato Flavor...
that's why folks choose *Campbell's*

**"The very taste of summer" makes
Campbell's first choice with millions**

Picture to yourself the finest, reddest tomatoes in the world! That's where Campbell's Tomato Juice comes from . . . fragrant and delicious, fresh-pressed from special tomatoes, grown specially for Campbell's from special seed.

That's why Campbell's is the one that gives you *fresh-tomato* flavor . . . the refreshing tang . . . that have made Campbell's the choice of millions. Your grocer has it. Get some today!

***Campbell's* TOMATO JUICE**



CUR

crisp



Honeycombed Center

 *Another* **CURTISS** *Candy*

TiSS

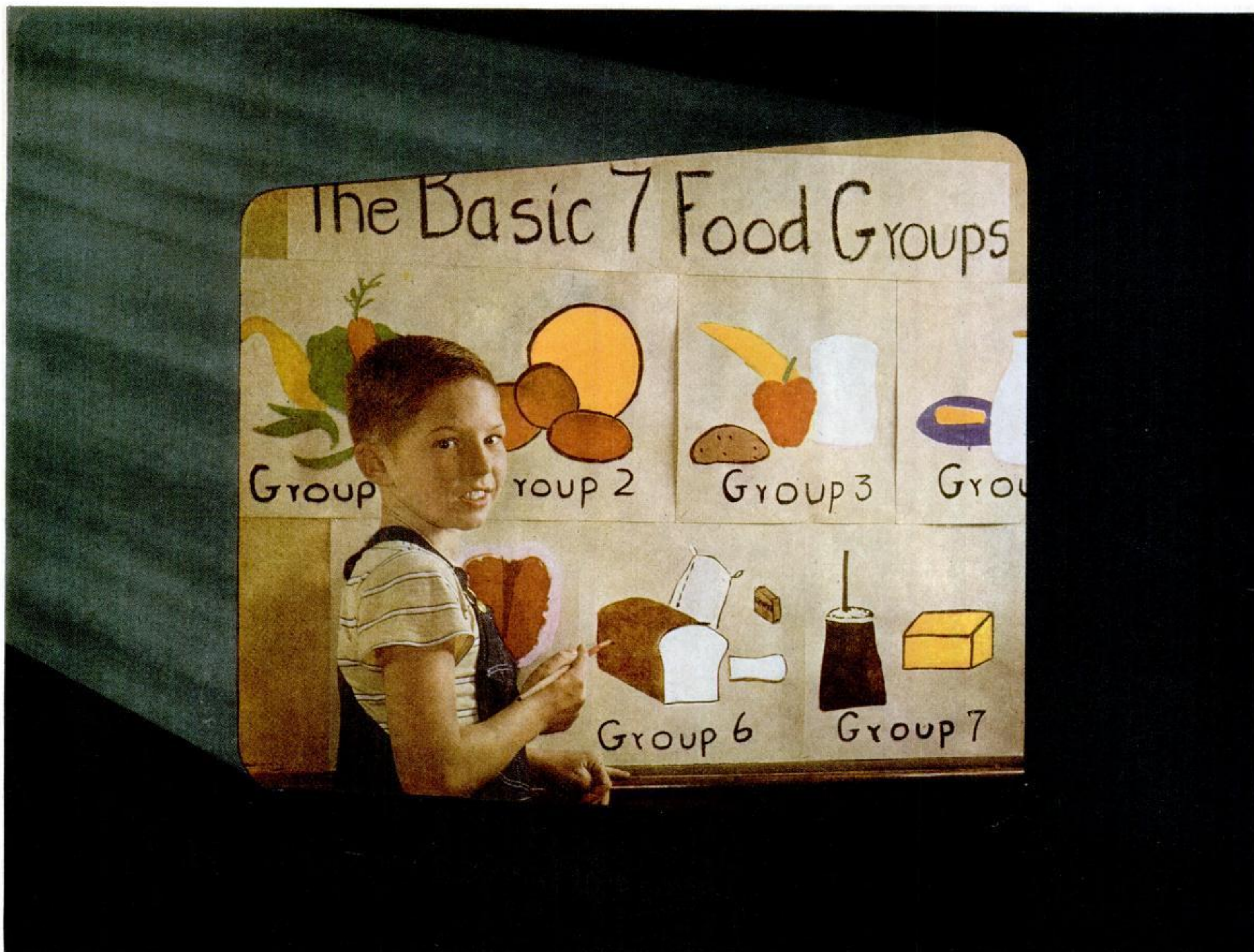
terfinger

NDY...rich in dextrose

...crunchy!

...with Peanut Butter and creamy Caramel

...by the makers of **Baby Ruth** and **Coconut Grove** candy bars



MOVIE AUDIENCES are now seeing this amateur actor — Preston Bridges, 10, of East Griffin, Georgia—and many of his schoolmates in a much-discussed new film: "The School That Learned To Eat." Produced by General Mills in cooperation with the

University of Georgia, this movie recently won international tribute as "one of the year's outstanding documentary films in education." It will also be shown in 12 foreign countries under U. S. State Department sponsorship.

The story behind this movie may shock you

Three out of every five U.S. children questioned in a recent survey did not have good diets. This survey — of 29,475 school-age youngsters — was made by General Mills, cooperating with parents and teachers throughout the country. It showed that only two out of five had diets that could be rated "good." The rest were "fair" or "poor."

Strangely enough, it often isn't a question of income, or how much food is in the cupboard. The fact remains: too many children in this great land of plenty are not eating enough of the kinds of food they need.

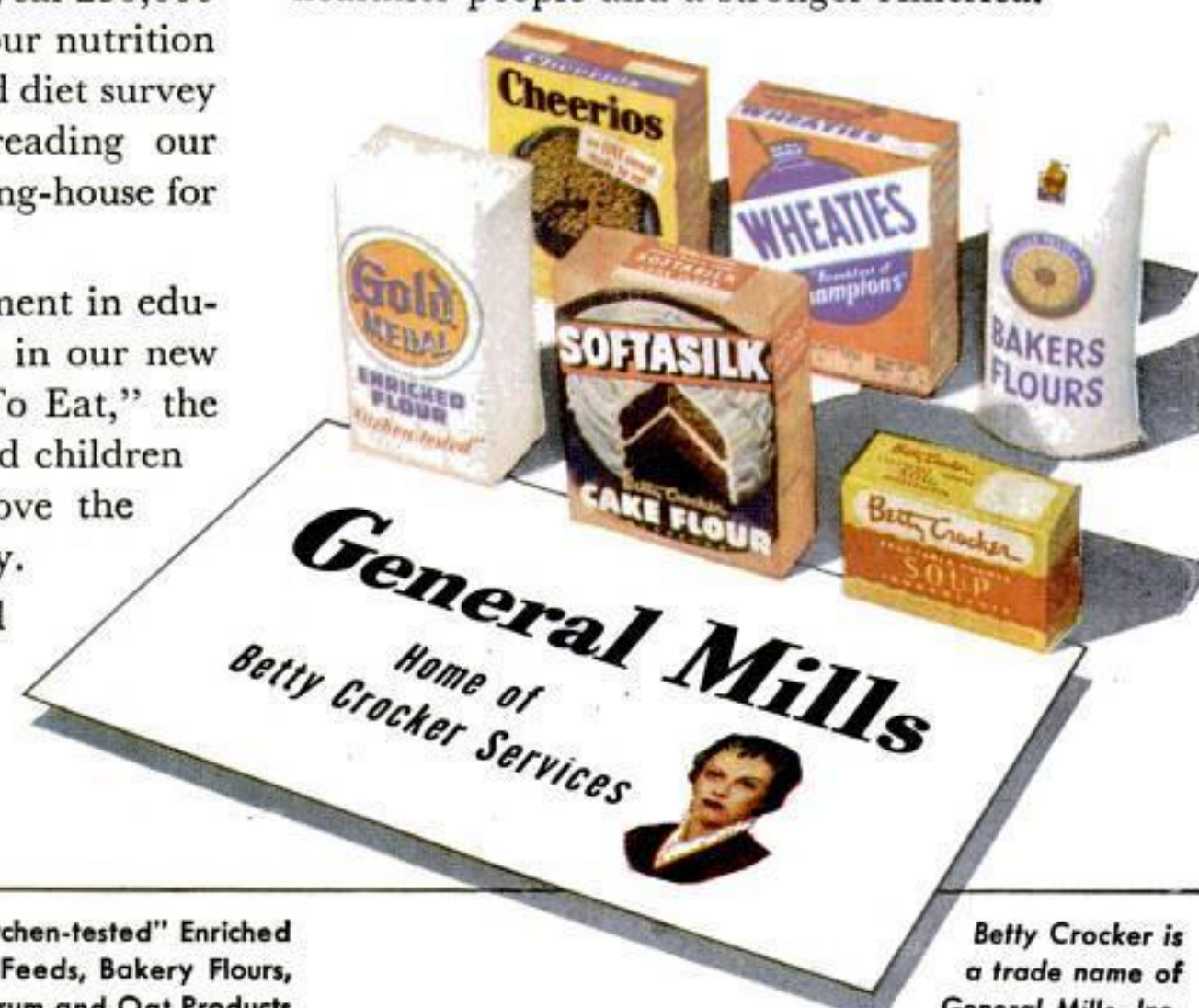
But there is a bright side to this picture. Today more is being done about America's nutrition problem than ever before. Teachers, parents, and health authorities are all working together to help children form good eating habits. And General Mills is glad to help.

Throughout the country, we're working closely with educators to help make nutrition education a regular part of classroom work. Last year 250,000 teachers in 75,000 schools requested our nutrition guidebooks, posters, films, readers, and diet survey forms. Some 45,000 teachers are reading our "Nutrition News Exchange," a clearing-house for ideas that work.

The nice thing about this development in education—it's getting results. As shown in our new movie, "The School That Learned To Eat," the all-out efforts of teachers, parents, and children can quickly and substantially improve the eating habits of an entire community.

Through this program, more and more children are learning the value of all the "Basic 7 Food Groups"—including the important, economical

grain products foods we produce. As the years go by, improved eating habits will help build a healthier people and a stronger America.



General Mills, Inc., Minneapolis, Minn., makers of Wheaties, Kix, Cheerios, Bisquick, Softasilk Cake Flour, Gold Medal "Kitchen-tested" Enriched Flour, Betty Crocker Soups, Apple Pyequick, GingerCake Mix, Crustquick, PurAsnow and Red Star Enriched Flours, Larro Feeds, Bakery Flours, Tru-Heat Iron, Steam Ironing Attachment, PressureQuick Saucepan, Packaging Machinery, Vitamins, Special Wheat, Soy, Durum and Oat Products

Betty Crocker is a trade name of General Mills, Inc.



AS OLD YALEMAN MONTY WOOLLEY ARRIVES AT HARVARD PARTY, BEARDED ADMIRERS RAISE GLASSES TO SERENADE HIM WITH YALE'S "WHIFFENPOOF SONG"

PEOPLE

HARVARDMEN PUT ON BEARDS TO BEARD "THE BEARD"

Ever since Monty Woolley, a onetime Yale dramatics professor, created the role of the unmanageable house guest in *The Man Who Came to Dinner*, his luxuriant beard has been his theatrical trademark. In Cambridge, Mass. last week the Harvard Dramatic Association gave a cocktail party to celebrate Yaleman Woolley's return to his old part in a university production of the hilarious comedy by Moss Hart and George Kaufman. To show proper respect for the 60-year-old actor, guests were instructed to wear false beards. When Woolley arrived he was greeted with a formidable display of beavers (*above*) and a beard-muffled chorus of Yale's *Whiffenpoof Song*, which is normally considered blasphemous when sung at Harvard. The party had official sanction, however. A stone's throw away, the statue of old John Harvard also sported a set of phony chin whiskers.



CONTEST WINNER Mark Carroll, whose false beard was voted the one that most closely resembled Woolley's real one, gets an approving pat from the actor.

RED TRIAL PICKS UP

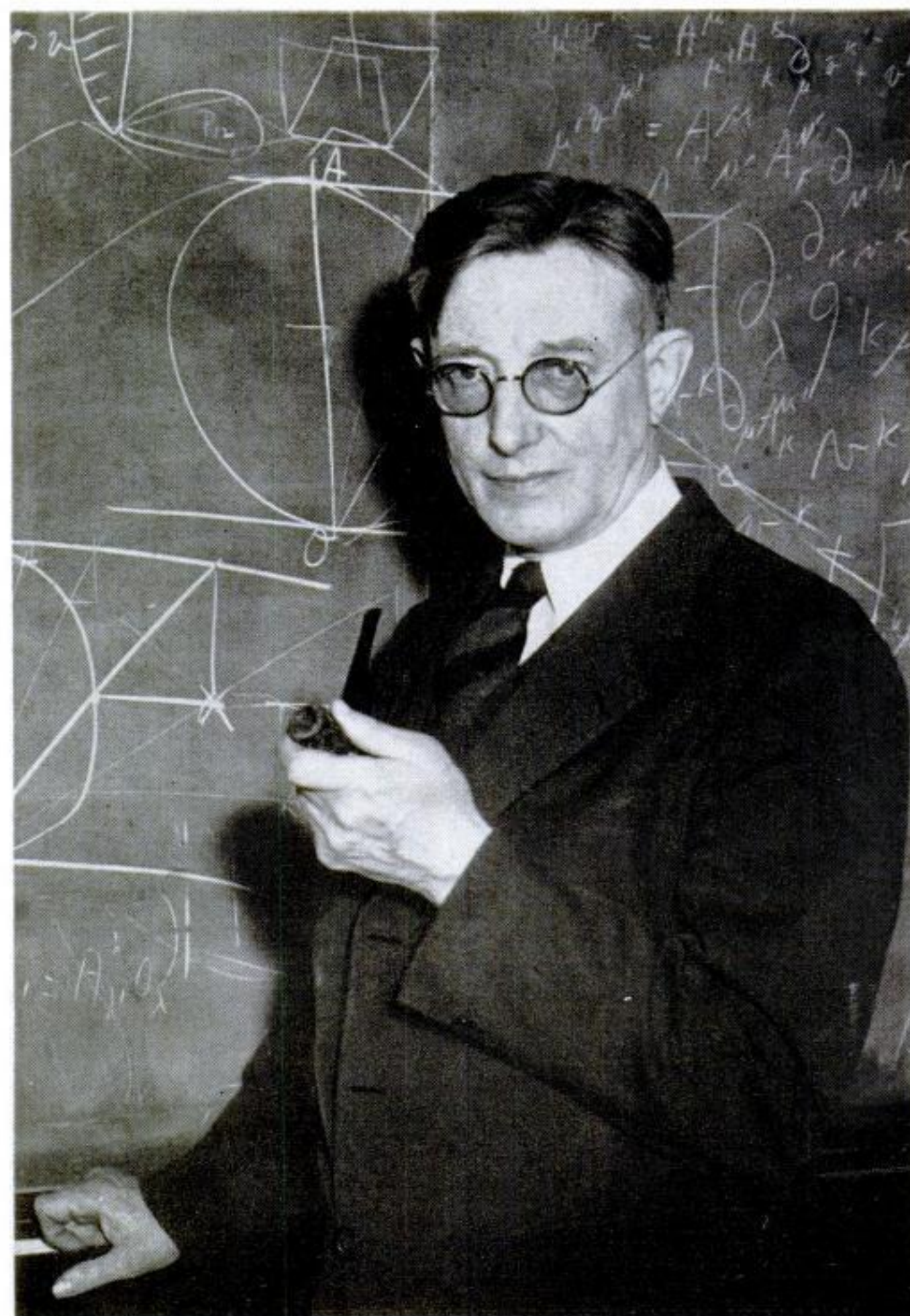


In New York City on Jan. 17 the U.S. set out to try 11 top American Communists on the charge of advocating the overthrow of the government. Ever since then the going had been tough. It took nine weeks of arguing before they even had a jury. Finally the trial got going. And last week it really spurted ahead.

The witness who achieved this acceleration was a slight, dark man who spoke in a low, pleasant tone. What he said caused the defense lawyers to

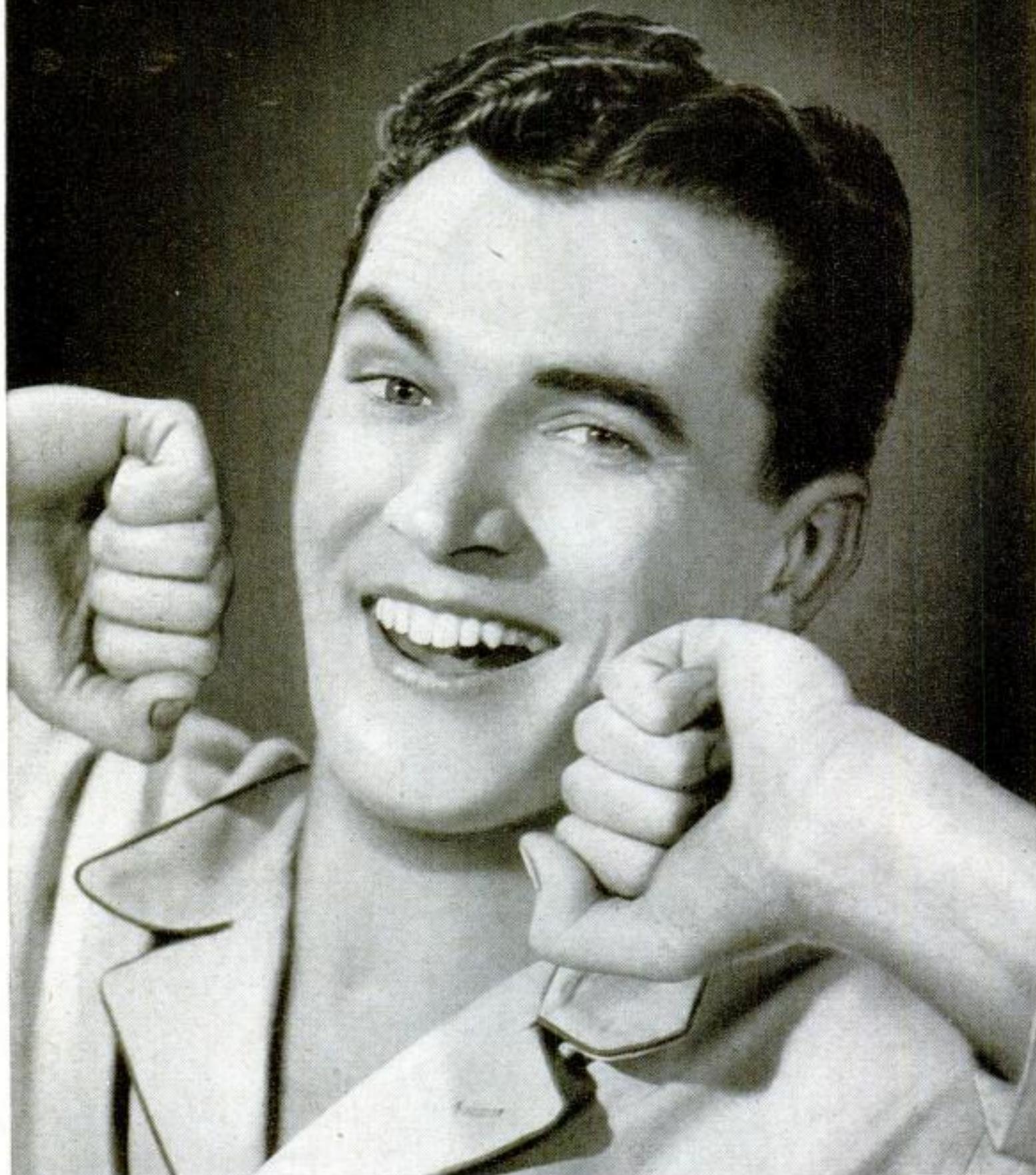
jump and protest that this was an "unfair surprise." Herbert A. Philbrick (*above*), an advertising man from Melrose, Mass., had been, he testified, a member of the Communist party for five years. Since September 1947 he had been one of some 70 businessmen, lawyers and educators who belonged to a secret cell. But during all his relations with the party he had been in constant touch with the FBI. Using a dictating machine to note his findings, he had sent the records to the FBI. Philbrick had been able to report some important information: The Communists had planned to infiltrate many industries, including a jet-plane engine plant at Lynn, Mass. They had taught their membership how to time a revolution to coincide with a depression. They had even plotted ways to turn a possible war between the U.S. and Russia into a civil war.

Then Philbrick had a surprise for someone else. One of the lecturers in a Communist cell, he said, was Dirk Struik (*below*), professor of mathematics at the Massachusetts Institute of Technology. Struik quickly denied he was a Communist but said, "I try to be a Marxist in the broadest sense."



CONTINUED ON PAGE 48

Feel GLAD to get up?



Try this drugless way to sound refreshing sleep

IF you are troubled with restless sleep, if you wake up listless in the morning, you should not only try Ovaltine—but you should also know *why* it receives such universal recognition.

First of all you should know—for your own safety—Ovaltine contains no drugs of any kind. It acts by helping you to relax in a perfectly natural way. You take it hot at bedtime made according to direc-

tions. It helps to break down nervous tensions built up during the day—induces relaxation and sleep.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.

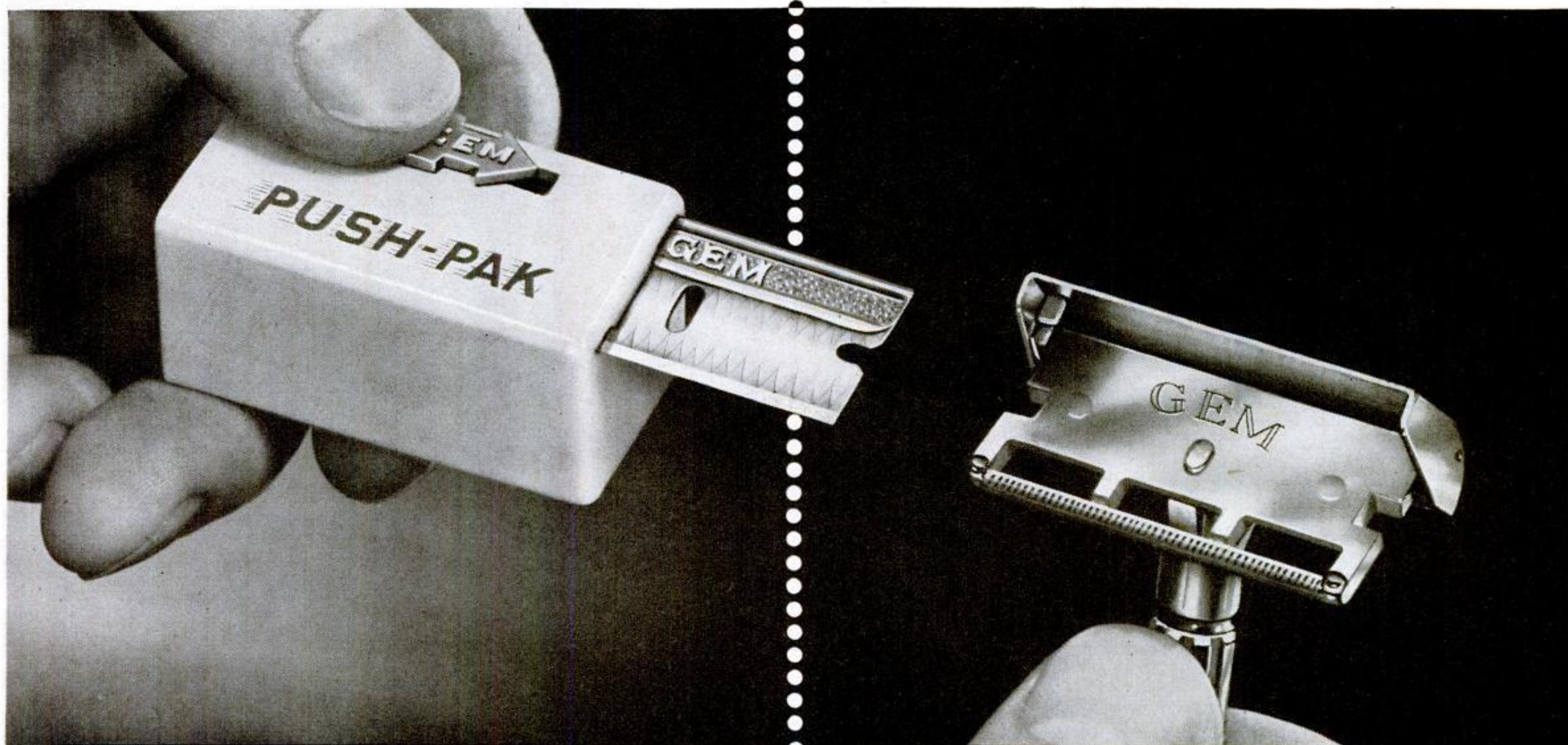


Ovaltine

PLAIN AND CHOCOLATE FLAVORED

**A FRESH BLADE IN A
FLASH!**

**A CLEAN SHAVE IN A
FLASH!**



**NEW! GEM PUSH-PAK
Floats Edges in Air!**



Exclusive 'window'
shows unused blades!

- Perfect dispenser ends blade unwrapping—no cut fingers!
- Just push the arrow—blades can't jam!
- Blades won't rust. Edges can't touch—no dulling contacts!
- With 10 of those heavier Gem Blades that outlast all others—regardless of number of edges... **49¢**



**RAZOR
with 10-Blade
PUSH-PAK
\$1.49 VALUE**

98¢

An A.S.R. Product

**NEWLY ADJUSTED GEM RAZOR
Gives Clean-Sweep Shave!**

- Wonderful how a once-over can leave your face so *clean*!
- Astonishing that a shave can be so gentle and so *fast*!
- The secret is Gem's newly adjusted blade-setting that 'finds' your best shaving angle and compels the keen Gem Blade to get whiskers at the *base*.

Shave with GEM and avoid '5 o'clock Shadow'!

GEM GUARANTEES

ONCE OVER...AND YOU'RE CLEAN!

MONEY BACK GUARANTEE

Try this amazing, newly adjusted Gem Razor. If it does not live up to every claim—return razor and remaining blades in original package to Gem Razors, B'klyn 1, N. Y. and your money will be refunded in full!

"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

- ✓ Not a soap, not a cream—cannot leave dulling film!
- ✓ Quickly, effectively removes dandruff from both hair and scalp!
- ✓ Gives fragrant, soft-water lather even in hardest water!
- ✓ Leaves hair lustrously soft, easy to manage—with colorful natural highlights!



Halo reveals the hidden beauty of your hair!

PEOPLE CONTINUED



LI TSUNG-JEN LEANS ON A BALCONY RAILING NEAR A PEIPING PALACE

PEACE SEEKER

In a world that is seeking peace only one national leader last week suggested any means more ingenious than a pact. Acting President Li Tsung-jen of China (*above*) offered to let himself be "burned in oil" or even "dismembered" if this sacrifice would encourage the Communists to give China peace. Offering to be "burned in oil or dismembered" is a classical Chinese way of showing great humility; by using the phrase, Li probably hoped to soften the Reds' noisy insistence that vacationing President Chiang Kai-shek surrender himself for punishment along with other Nationalist "war criminals."

Many people call Li Tsung-jen "the most sincere man in China." His career began when Li, at 13, determined that he would lead troops against the Manchu dynasty. Before he was 35 he ruled Kwangsi, a south China province, as a warlord. His administration was widely admired. During the late 1920s and early '30s he fought alternately for and against Chiang Kai-shek, who in 1929 called Li a "running dog of the Communists," until China united to fight Japan in 1937. Li was a national hero within a year. He burst into the Nationalist political scene at Nanking in 1948 by defeating Chiang Kai-shek's candidate for the Chinese vice presidency.

Li waged his campaign from a restaurant called Peace and Happiness Hall, where he set up free meals for delegates to the Chinese National Assembly. His was the first Westernized political campaign in China's history. Abandoning modesty, Li cried, "My election will symbolize the triumph of the common people." He demanded reform. When he won, jubilant friends carried his wife out of the election hall on their shoulders and sent Li a scroll proclaiming, "Your greatness is like the mountains and the hills." Several billion dollars (Chinese) worth of firecrackers were exploded in Nanking. Li succeeded Chiang when the Generalissimo left Nanking last January.

Americans in China have liked Li, but few know that Li has three American grandchildren. This came about when his first son, studying at the University of Chicago, married pretty Genevieve Louey of Minneapolis; their three small daughters are all American citizens. General Li has two wives but lives with the younger one. She knows him as a man who likes zoos and red-lined uniforms. If Li's gesture fails, he and Madame Li probably will retire south and watch Chiang take over again.

You'll be **happier** with a **HOOVER**

(Whichever type you prefer)

Model 50 (at right). Hoover's great new cylinder cleaner. Most convenient cleaner of its type to use. Cleans by powerful suction. Features the exclusive new Dirt Ejector. Complete with cleaning tools in handy kit, Mothimixer, sprayer.

\$79.50

Model 28 (at left). Hoover's popular-priced Triple-Action Cleaner, with exclusive Hoover principle—it beats, as it sweeps, as it cleans. Converts instantly to an above-the-floor cleaner. **\$74.95**
Cleaning tools in handy kit, \$19.95



What does a Hoover Cleaner do to make you happier? It gets more dirt wherever dirt is. It's easier to use, prolongs rug life and keeps colors bright. It offers you a complete choice of basic types and models to suit your cleaning needs and preference. It's the name everyone knows is best, preferred 2 to 1 over any other make. What are you waiting for?

Get **happier today**

Call your Hoover dealer for a home showing of the model you prefer.
THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England

Model 115 (at right). Hoover, Junior. Ideal for small homes, handy for all homes. Cleans far bigger than its size. Stores in small space. Has Hoover's exclusive Triple Action—it beats, as it sweeps, as it cleans.

\$59.95

Cleaning tools extra.



NOTE: See the new Hoover Iron with the famous Pancake Dial in the housewares section of leading stores! Lighter, faster, easier.

You get Extra Space...

Cold clear to the floor
in **Kelvinator!**



MODEL TM—A new Masterpiece Kelvinator! An 80-lb. Home Freezer with its own separate door . . . a complete Moist-Master Refrigerator . . . both combined in one cabinet! A full 9½ cu. ft. within the shelf area and freezer, *plus* an added 1½ cu. ft. in the refrigerated Fruit Freshener Zone! A special compartment,

the Cold-Mist Freshener, maintains super-moist cold . . . to protect foods of unusually high moisture content. Kelvinator's new, refrigerated tilt-out compartment, the Fruit Freshener, keeps your bulky fruits, soft drinks and canned juices chilled and delicious. Model TM is the ultimate in food-keeping.

A thrill awaits you . . . at your Kelvinator dealer's . . . in a sparkling display of beautiful new Kelvinator refrigerators. There you may look at the complete range of models, side-by-side . . . compare them to select the one "just right" for your family and kitchen . . . with courteous Kelvinator salesmen to answer your every question.

See the magnificent new Kelvinator Masterpiece Refrigerators that are *cold clear to the floor* . . . giving you far more food storage space, yet taking no more floor space in your kitchen.

See, too, Kelvinator's wonderful, new models of conventional design, that give you, for the first time, a full 8.6 cu. ft. of storage space in a refrigerator that takes no more floor space than former "sevens." You'll find extra-value features to convince you that you get more for your dollar when you choose Kelvinator.

Best of all, whichever Kelvinator model you choose, you purchase years of superb performance. Kelvinator's cold-making mechanism, the Polar-sphere, is sealed-in-steel and permanently lubricated. It's a penny-pincher for economy . . . and a marvel of dependability.

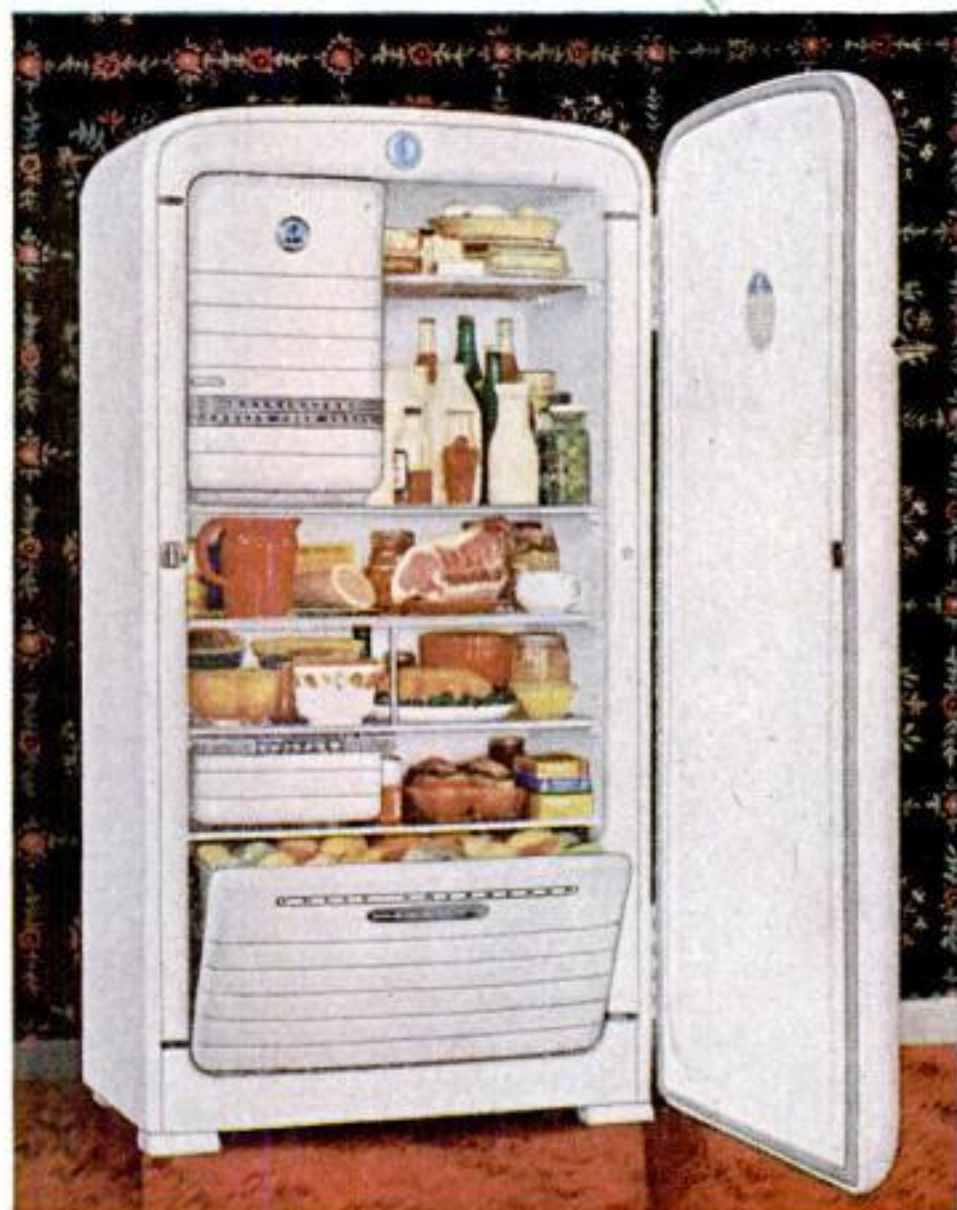
See the new exciting Kelvinators, priced to fit your budget, at your Kelvinator dealer's today. You will find his name and address in the classified section of your 'phone book.

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICH.

GET MORE... Get *cold* clear to the floor...

Kelvinator

See how much more room you get
in these Kelvinator "Masterpieces"



Cold clear to the floor . . . Model FM features twin, pull-out Vegetable Crispers . . . a wonderful 50-lb. Frozen Food Chest, a Magic Shelf for adjusting storage space . . . and a refrigerated Fruit Freshener. Full $8\frac{1}{2}$ cu. ft. within the shelf area . . . plus an extra $1\frac{1}{2}$ cu. ft. of refrigerated space in the Fruit Freshener zone.

Cold clear to the floor . . . Model CM with the new Fruit Freshener that keeps fruits, other foods, beverages tangy-cold! And imagine! A 40-lb. Frozen Food Chest . . . Magic Shelf . . . big, 12-qt. pull-out Vegetable Crisper. Full $8\frac{1}{2}$ cu. ft. within the shelf area . . . plus 2 cu. ft. extra in the cold Fruit Freshener zone!

Cold clear to the floor . . . Model MM, features a big, 50-lb. Frozen Food Chest . . . huge Balanced-Cold Compartment . . . marvelous Cold-Mist Freshener and the refrigerated Fruit Freshener. Imagine having full $8\frac{1}{2}$ cu. ft. of storage space . . . plus an extra $1\frac{1}{2}$ cu. ft. of cold in the Fruit Freshener zone!



And for the finest refrigerators of conventional design—see these new Kelvinators!

More Room... More Utility... More Value in two great new 8.6 cu. ft. Kelvinators and a New Super "6"!

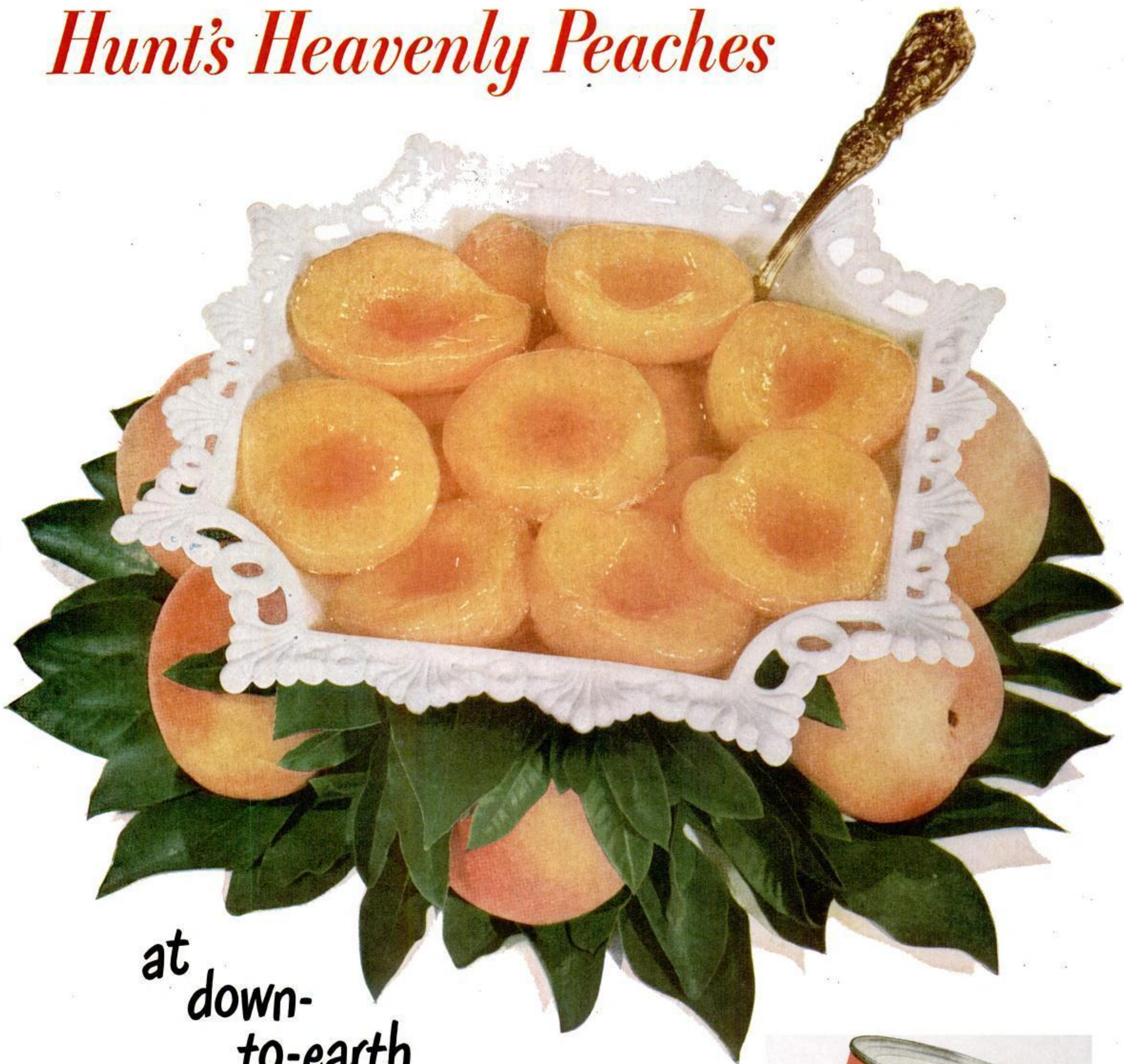


MODEL RD—Full 8.6 cu. ft. of storage space at an amazingly modest price. Takes up no more space than former "sevens"! Deluxe features! Big 30-lb. Frozen Food Chest. Plastic, covered Meat Chest. Two 12-qt. pull-out Vegetable Crispers! Removable half-shelf!

MODEL RS—A great new value leader with big refrigerator features! 8.6 cu. ft. storage space in no more floor space. Roomy, 25-lb. Frozen Food Chest. Big, pull-out meat-chilling tray... 12-qt. pull-out Vegetable Crisper! Plus-values for your kitchen! *Priced to stretch your dollars!*

MODEL CR—Luxury features in a Kelvinator priced for the most economy-minded buyer. A 17-lb. High-Speed Freezer! Full-width, pull-out, 20-qt. Vegetable Crisper! Big aluminum chilling tray. Full 6 cu. ft. of storage! You'll find a miracle of value in this Kelvinator.

Hunt's Heavenly Peaches



at
down-
to-earth
prices!

THE MOST tender-mellow, the most tantalizing peaches that ever won a big blue ribbon in any taste test — that's Hunt's Heavenly Peaches!

And that's facts! For in a series of recent professionally-conducted blindfold taste tests, Hunt's peaches were tried against *all other leading canned peach brands!*

And Hunt's Heavenly Peaches came out first — way up yonder first!

First for fuller, richer flavor — the sort of golden ripe goodness you get, fresh off the tree! And first for velvety smoothness — for luscious, heavy syrup.

And yet — for all their praise-winning, prize-winning qualities, Hunt's cost you *less*.

So, ask your grocer for the peaches with the *Hunt red label* — the most honest-to-heavenly peaches you ever had!



Hunt Foods, Inc., Los Angeles, California

Hunt's Fruits • Vegetables • Tomato Products

Hunt-for the best



A BARREL-SIZED CHUNK OF PLASTIC FOAM, SO LIGHT THAT IT CAN BE TOSSED INTO THE AIR WITH EASE, WAS MADE FROM LESS THAN ONE GALLON OF RESIN

LIGHTEST SOLID

Weighing less than pie meringue,
plastic froth can float on gas

The monstrous, muffin-shaped mass being juggled by the girl in the picture above is a 5-pound sample of the lightest solid material in the world. This new, spongelike substance, developed recently by scientists at Westinghouse Research Laboratories in a search for more effective insulating materials, is so light that it can be made to float on certain heavy gases (*next page*). It is made simply by heating a molasseslike resin (of secret formula) in an oven until it foams up to 100 times its

original volume. Oxygen bubbles entrapped during the heating process not only give the material a tremendous buoyancy but make it an excellent insulator since the "dead air" provides a strong barrier to the passage of heat. Resistant to fire, moisture, fungus growth and insects, this solidified plastic foam can be used to insulate anything from soft-drink coolers to airplanes. Enough can be made from a 35-gallon barrel of resin to provide a 2-inch layer of insulation for a six-room house.

*He's got the right recipe
... he's got*

P.A.*



P.A.*

*means Pipe Appeal
means Prince Albert*

When a man has Pipe Appeal, he has a good recipe for attracting feminine attention... for there's something about a man with a pipe that women find attractive. Fill that pipe with tasty Prince Albert — and you have the right recipe for smoking joy and comfort!

● Most any smoker wants a tobacco that's easy on the tongue. No wonder Prince Albert is America's largest-selling smoking tobacco! That choice, crimp cut tobacco is specially treated to insure against tongue bite! Get mild, rich-tasting Prince Albert!

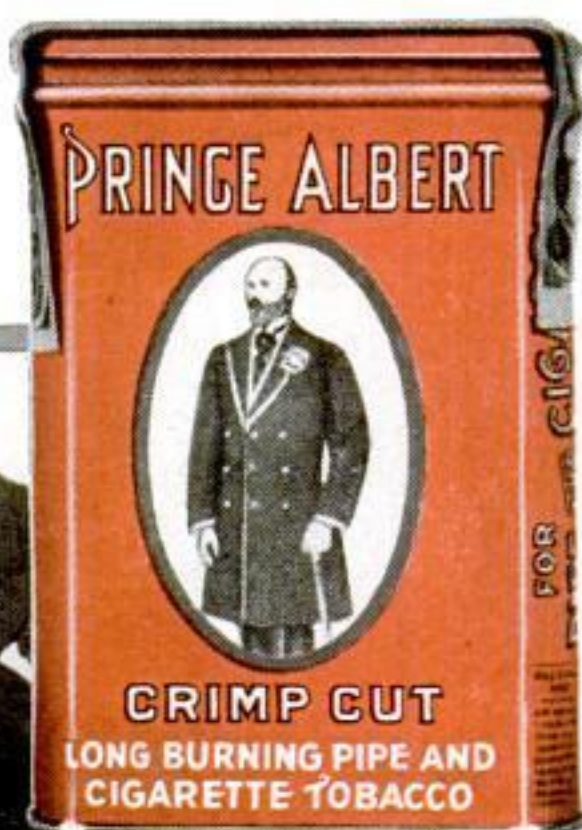
R. J. Reynolds Tob. Co., Winston-Salem, N. C.

*"LIKE TO ROLL YOUR OWN?
P.A. MAKES THE BEST-TASTING
CIGARETTE EVER!"*

**THE NATIONAL
JOY SMOKE**



The NEW HUMIDOR TOP—locks OUT the air—locks IN the freshness and flavor.



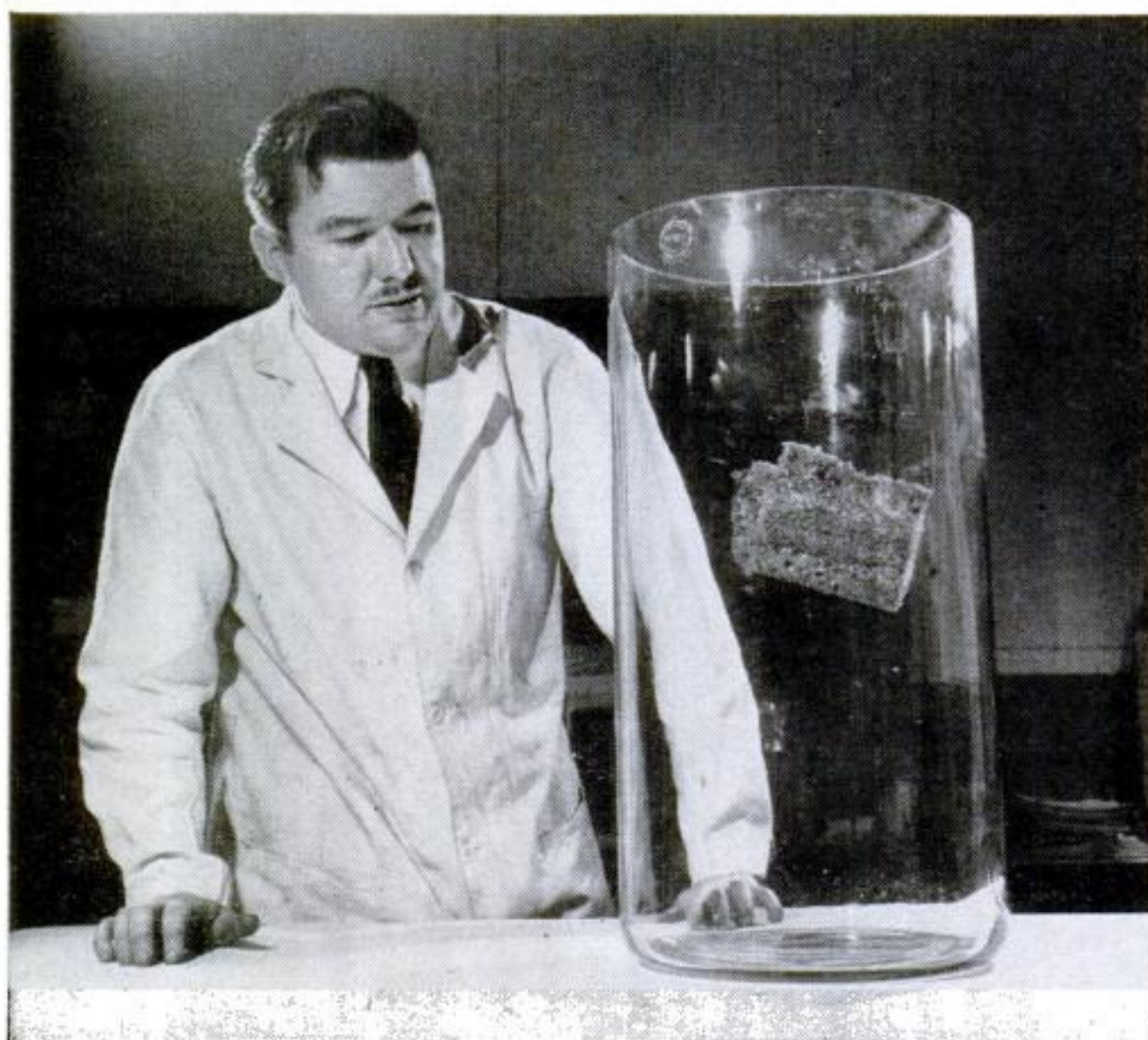
Lightest Solid CONTINUED



COOKED AND UNCOOKED resin samples show how a few drops of liquid batter (right) can be converted into a frothy mass 100 times original volume.



LIGHTER THAN MERINGUE, a bulky chunk of new plastic foam weighing 15 ounces is counterbalanced by a panful of ordinary white pie topping.

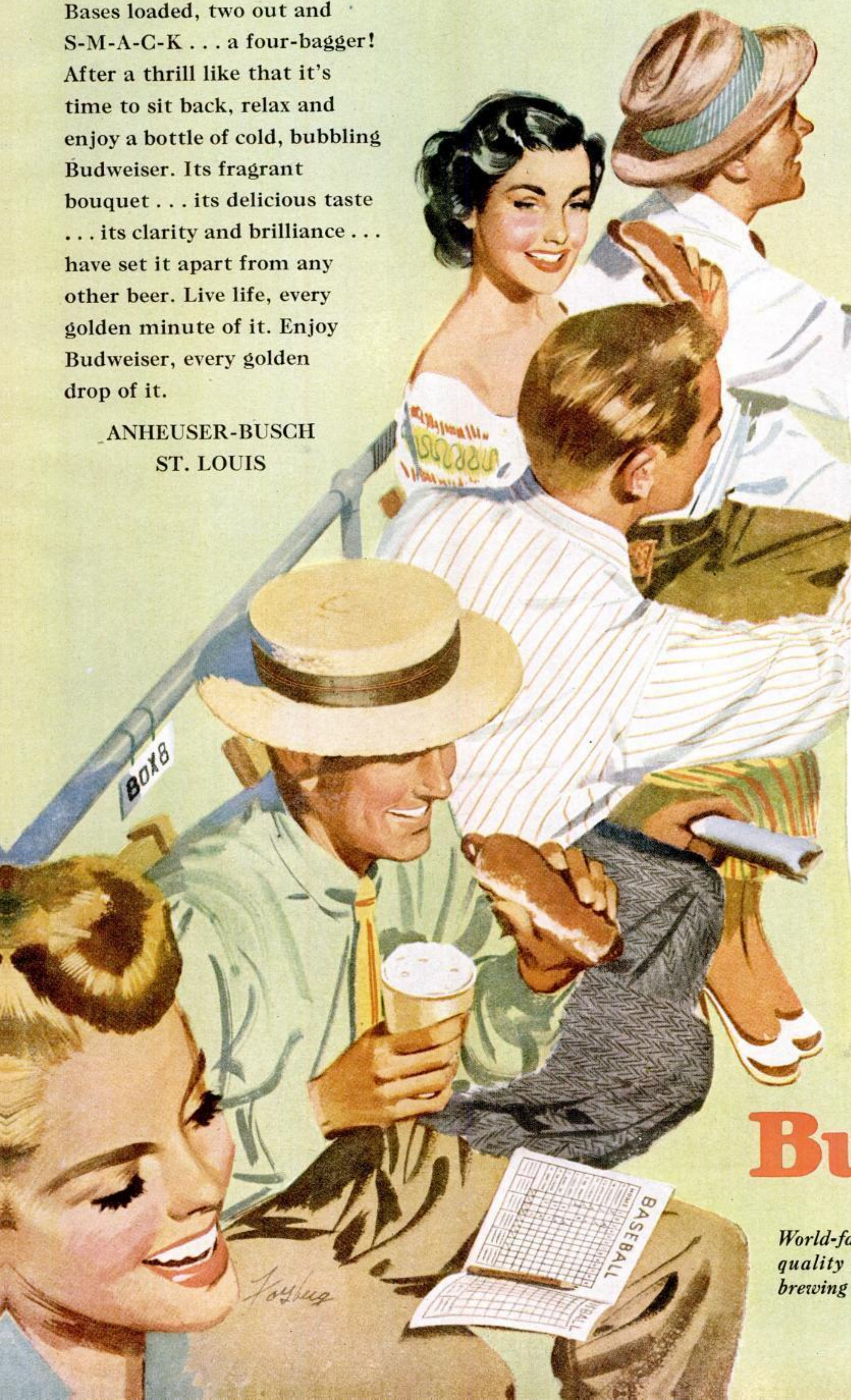


LIGHTER THAN GAS, plastic will float in Freon vapors until the gas enters pores and causes it to sink. With gas-proof covering it would float indefinitely.

There's nothing like it ... absolutely nothing

Bases loaded, two out and
S-M-A-C-K . . . a four-bagger!
After a thrill like that it's
time to sit back, relax and
enjoy a bottle of cold, bubbling
Budweiser. Its fragrant
bouquet . . . its delicious taste
. . . its clarity and brilliance . . .
have set it apart from any
other beer. Live life, every
golden minute of it. Enjoy
Budweiser, every golden
drop of it.

ANHEUSER-BUSCH
ST. LOUIS



Budweiser

TRADE MARK REG. U. S. PAT. OFF.

*World-famous because of the cost and
quality of its ingredients, superior
brewing methods and inimitable taste.*

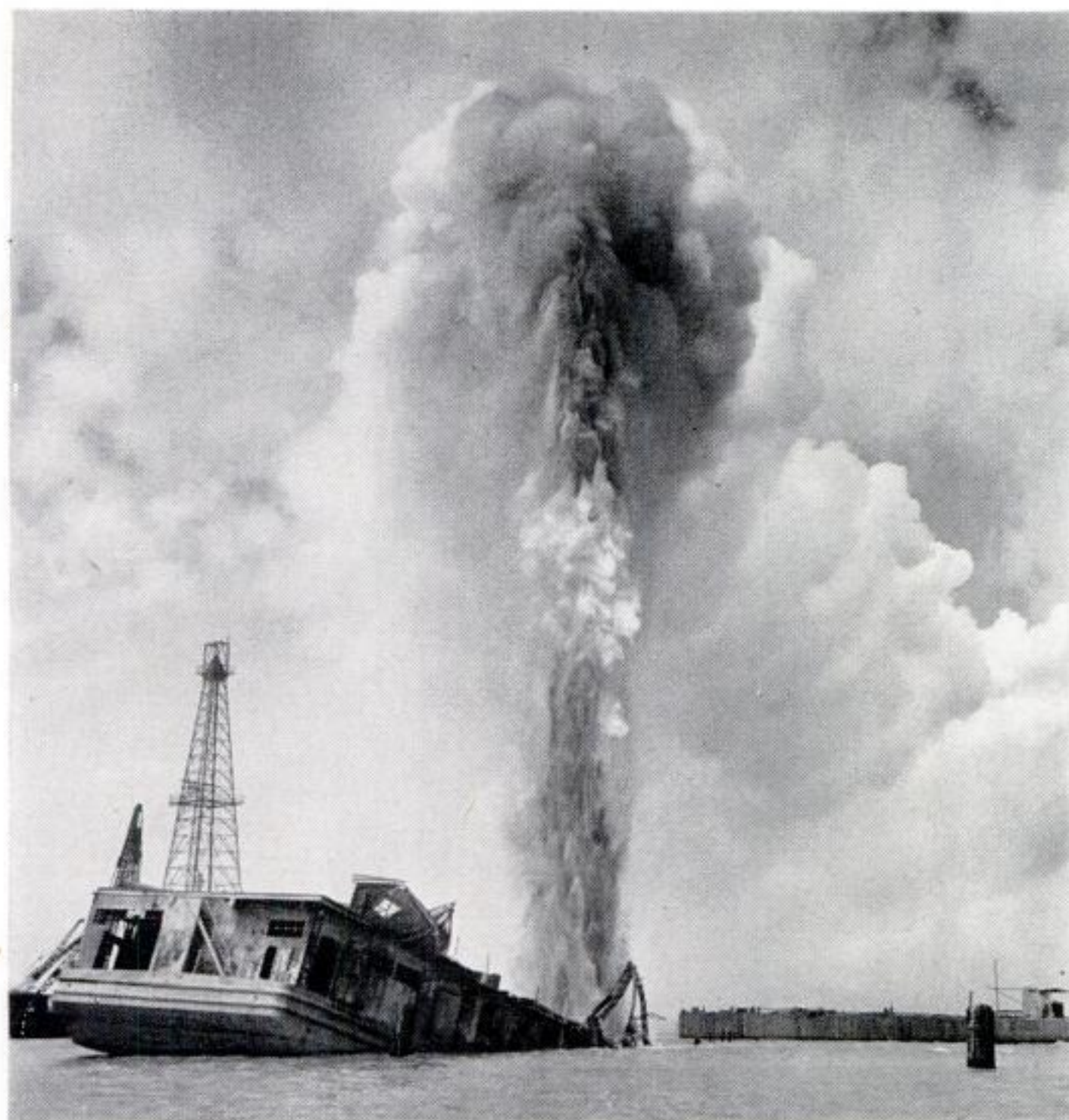




OIL WELL FIRE

On Mar. 11 fire broke out on a Shell Oil Company rig anchored more than a mile off the Louisiana coast in the Gulf of Mexico, where scores of wells are being drilled in the gulf's bottom. When trou-

ble shooters tried to extinguish the blaze, they ran into a strange paradox: there was too much water. Their efforts to snuff out the fire were swamped, and a fortnight after it began it was still blazing.

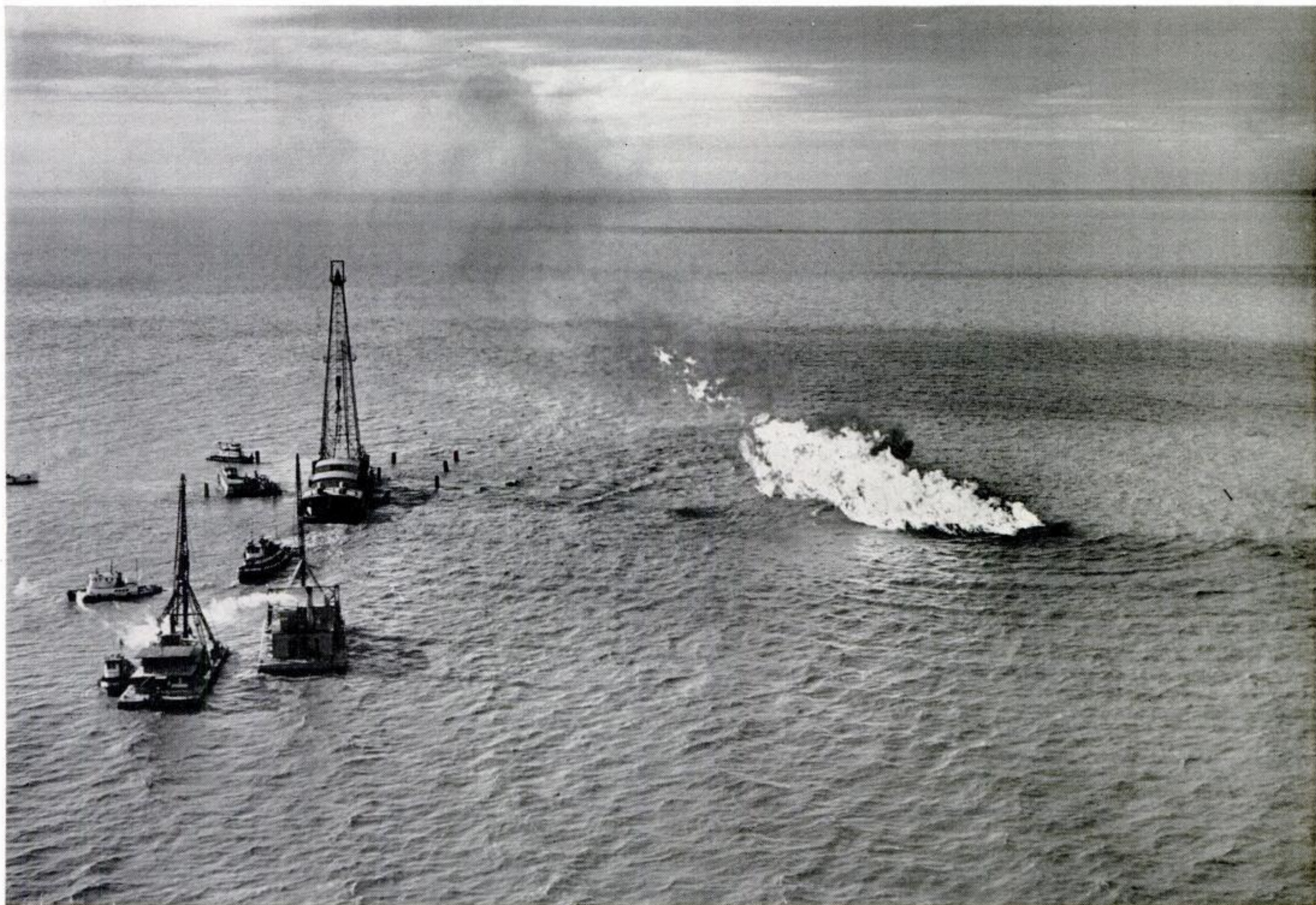


AS FLAMING GAS RISES INTO THE AIR, THE WRECKED BARGE STARTS TO SINK



SLIPPING UNDER WATER, BARGE DIVES DOWN INTO THE PATH OF RISING GAS

RISING GASES STILL BURN ACROSS THE GULF AS DERRICK AND TWO PILE DRIVERS ARRIVE (LEFT) TO TRY TO DIG UNDER THE WELL AND SMOTHER GAS SUPPLY



FIRE'S AFTERMATH

After the color picture opposite was taken, the fire continued to burn. The gas pressure under the ocean's floor finally opened a huge crater, wrecking the pipe and causing a drilling barge and two

converted landing craft to sink. No longer confined by the pipe, the gas shot up through the water in great clouds to feed the flames. Then, on April 2, the fire suddenly burned out. Damage: \$1,000,000.

The Van Eyck Altarpiece

A great 15th Century work of art, painted in Flanders, vividly symbolizes the Resurrection of Jesus Christ

On May 6, 1432 the Cathedral of St. Bavon in Ghent, Flanders unveiled for the glory of Almighty God a beautiful new altarpiece. Its splendor and spiritual dignity inspired the noblemen and plain people of the ancient city with the deepest religious awe. Painted by two Flemish brothers, Hubert and Jan van Eyck (*below*), the altarpiece is one of the greatest works of art ever created in the Western world. It is also a compelling and symbolic expression of faith in the miraculous events commemorated at Easter.

At the time the Van Eycks painted their altarpiece, the Protestant Reformation had not yet shaken the Catholic world. Each of the panels in the altarpiece glows with the fervent but sensuous spirit of that day. The theme, which the Van Eycks drew from the book of Revelation, is the Adoration of the Lamb, whose eternal sacrifice, symbolizing Christ's own sacrifice for the salvation of mankind, is shown on the opposite page in a detail from the altarpiece's central and largest panel. Around the Lamb are other panels depicting the Knights of Christ, the virtuous judges, hermits, pilgrims and a portrait of the Lord himself in a magnificent red robe.

The altarpiece has had an eventful history. During the 1500s the Reformation swept over Catholic Europe. The severe Protestants considered the altarpiece degenerate, so the Catholics hid it away in the city hall. In the 18th Century the priggish Emperor Joseph II was so shocked by the explicit nudity of Adam and Eve that he ordered them cov-

ered with leaves. Instead Adam and Eve were secreted in the cathedral crypt. Years later a vicar of the cathedral, while his superior was away, sold several panels to a Belgian merchant for 3,000 florins. The panels, resold and sold again, wound up in Germany which, after World War I, was forced to send them back to Ghent.

In 1934 the altarpiece was the victim of one of the most sensational of art robberies. The panels of St. John the Baptist and the Just Judges were stolen by an aging former beadle of the cathedral, nearly precipitating an international incident because the Belgians loudly accused the Germans of the theft. In the midst of the uproar the thieving beadle disclosed the hiding place of the St. John the Baptist panel but suddenly died of a heart attack before telling where he had put the Just Judges. This panel has never been found. Its substitute, at the extreme lower left of the altarpiece, is only a skillful copy.

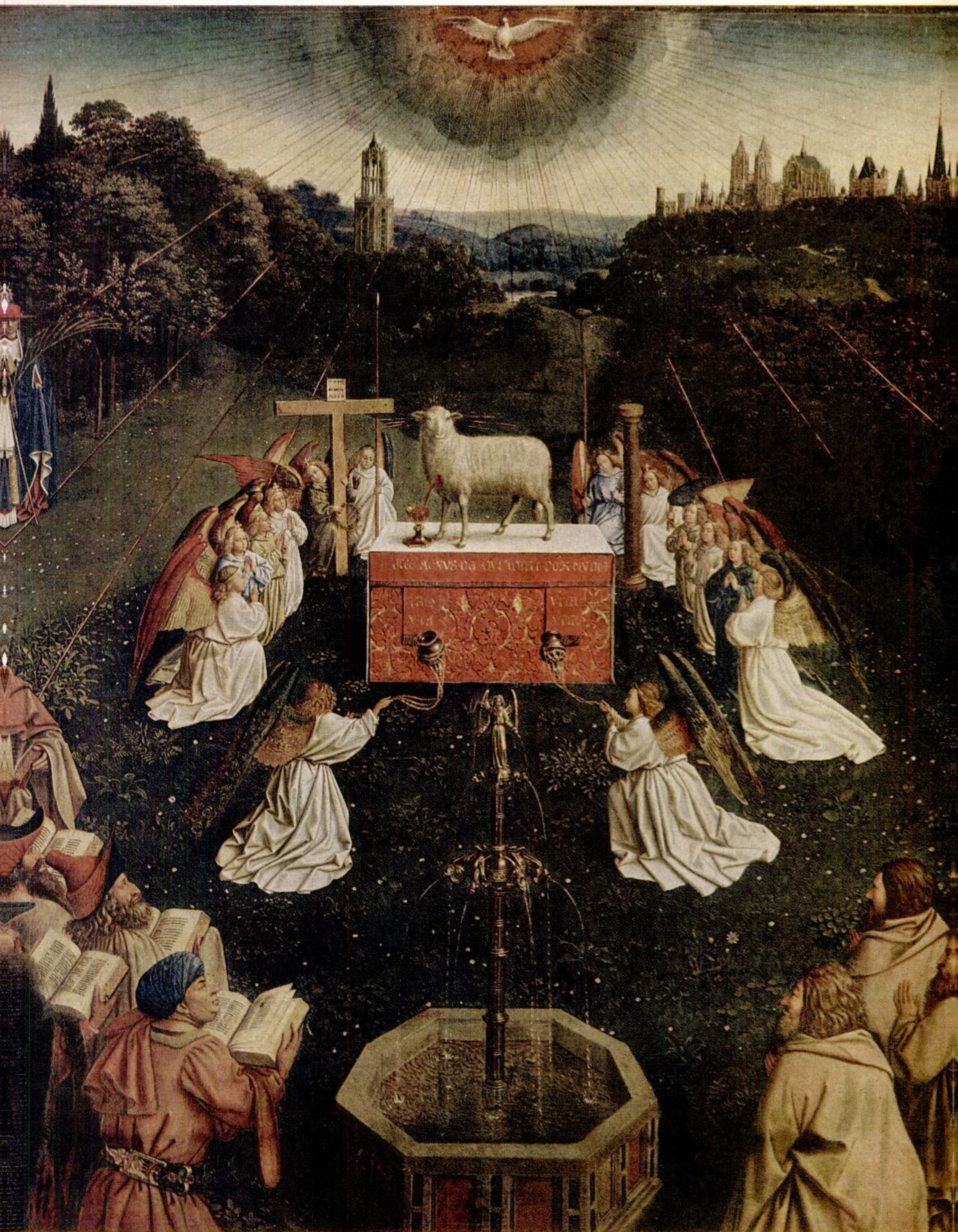
During World War II the Nazis seized the Van Eyck altarpiece for Hitler's personal collection. Later it was carted off to Austria and stored in a salt mine near Salzburg. In 1945, guarded by an escort of motorcycle police, the great and precious work was trucked back to Ghent and ceremoniously restored to the Cathedral of St. Bavon. On the following 11 pages LIFE reproduces details from the altarpiece and the entire work as it stands in the cathedral. Reprints of the article in booklet form may be obtained by sending 10¢ to Dept. E., LIFE, 9 Rockefeller Plaza, New York 20, N.Y.



VAN EYCK BROTHERS supposedly painted themselves into the Just Judges panel (*right*). Hubert, the elder, is at lower left while Jan is at extreme right.

LAMB OF GOD in this detail from Adoration is sacrificed as angels and prophets worship. Censers represent prayers of faithful; fountain, the water of life. →

For a complete view of the altarpiece with instructions for folding to show how it actually looks, turn to pages 63 through 66. Preceding and following the complete view are details from the individual panels.



Van Eyck Altarpiece CONTINUED



THE VIRGIN MARTYRS, shown here in a detail from the Adoration of the Lamb panel, are some of the women who at various points in church history died in defense of the Faith. In the Van Eycks' time they were deeply revered as sym-

bols of feminine purity. Standing in a bower of rosebushes, while rays from the Holy Spirit spread over the scene, the sainted maidens wear floral wreaths and carry palms to signify their supreme victory over evil. At the extreme left of



the group is St. Agnes carrying a lamb as a sign of her firm devotion to Christ. According to legend the Romans sent her to a brothel to break her Christian faith, then cut off her head. Next to her is St. Barbara, holding a tower resembling the

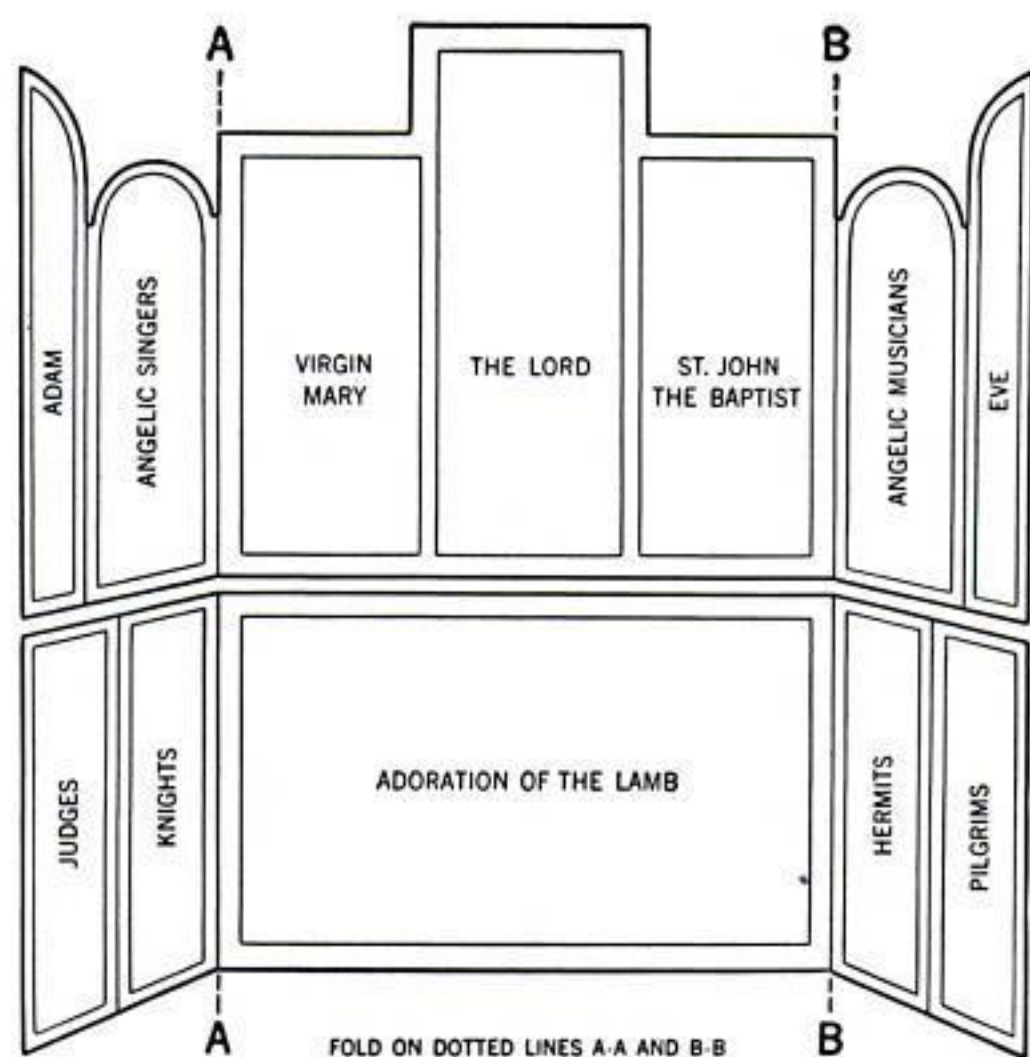
one she was locked in by her father, who then killed her for remaining a Christian. Behind the maidens rise the majestic spires of the celestial city of Jerusalem which, according to Revelation, will someday descend from heaven to earth.



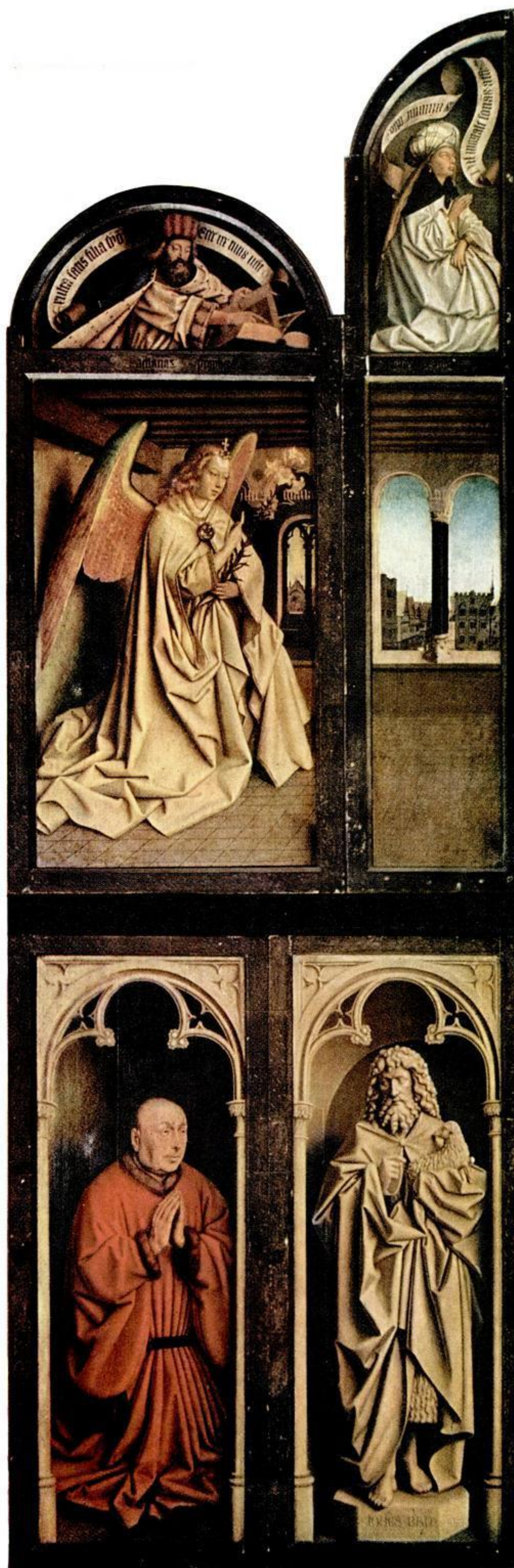
A Rich Burgomaster Donated Altarpiece

The man pictured below as a pious worshiper was actually a rich, worldly burgher of Ghent named Jodocus Vydt. The Van Eycks painted him into the altarpiece because he was the man who paid for it. A year later Jodocus, already lord of two cities, was chosen by the admiring citizens of Ghent to be burgomaster of the city.

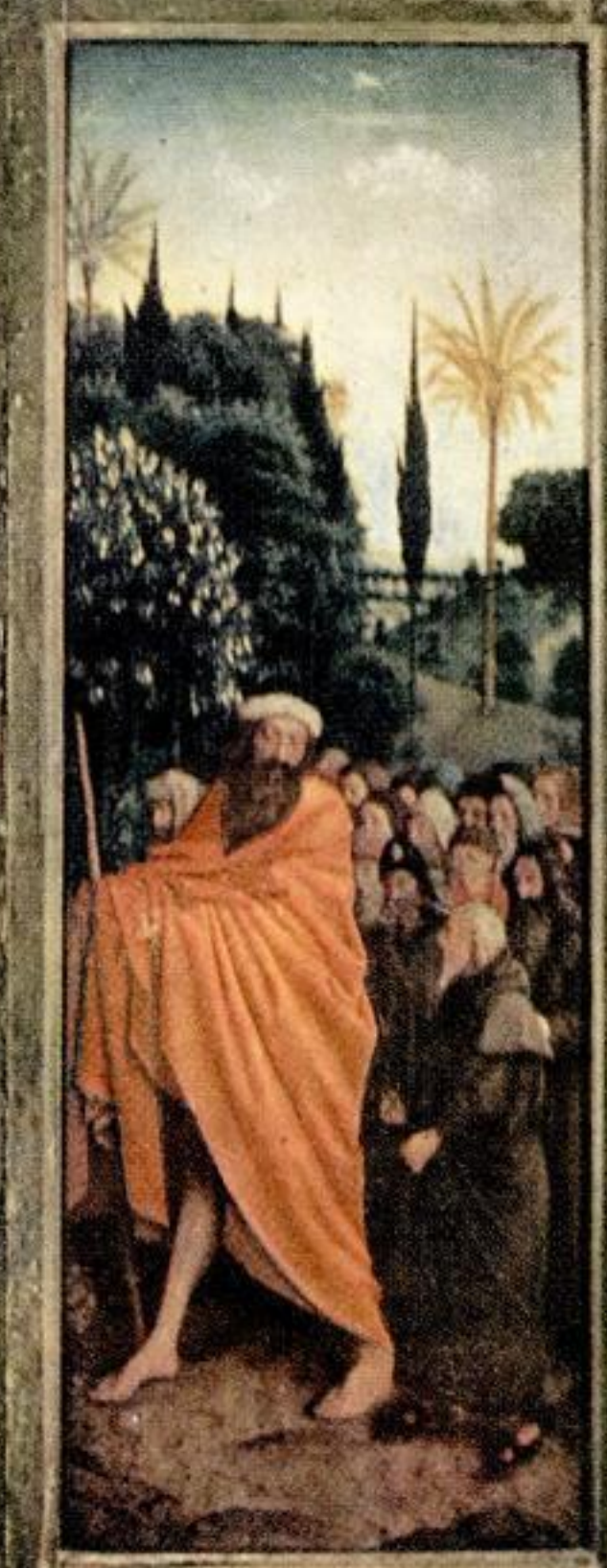
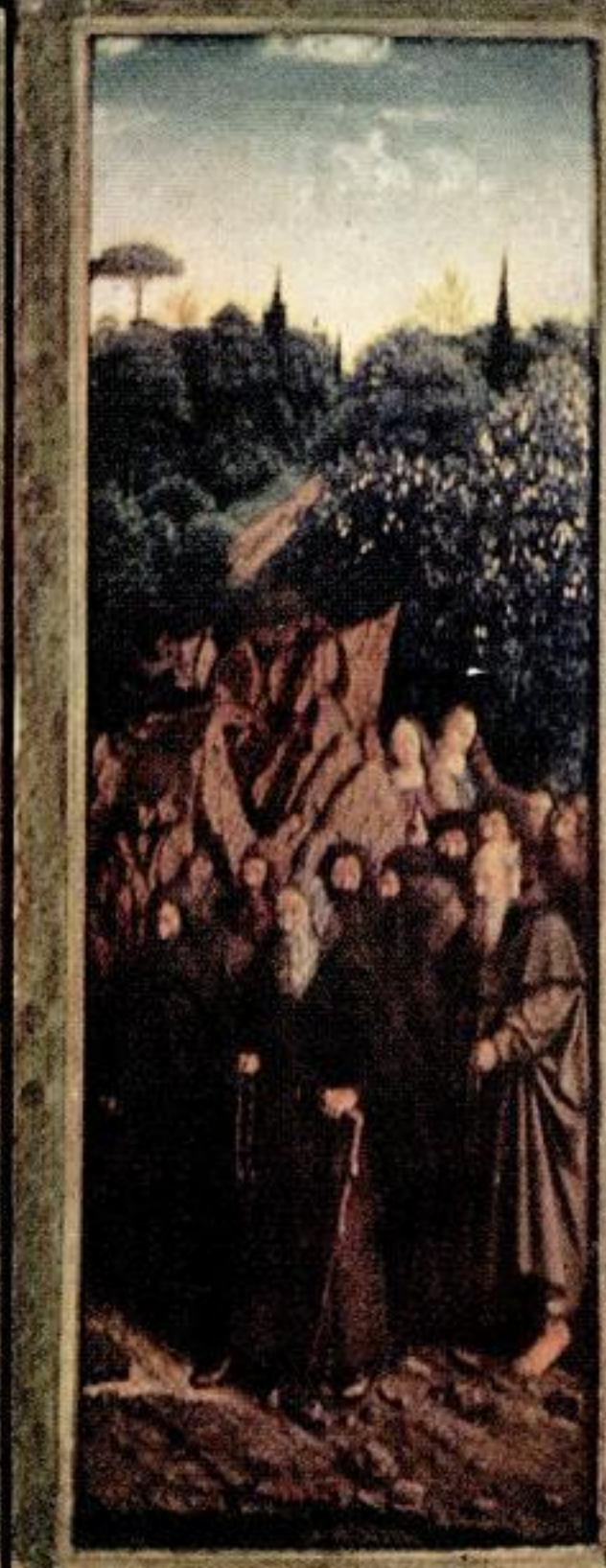
Standing today in the very chapel for which Jodocus commissioned it, the altarpiece is approximately 12 feet high, 15 feet long and is constructed like a three-section folding screen. As shown in the diagram below, it has one center section and two adjoining wings. The wings, with scenes painted on both sides, can be swung together so that their backs form a complete picture of the Annunciation to the Virgin. When opened they reveal the Adoration of the Lamb inside. At right is shown the exterior of the left wing on which is painted half of the Annunciation scene (*upper panels*), Burgomaster Vydt and the standing figure of St. John the Baptist (*lower panels*). The interior of all three sections is reproduced on the following two pages while the outside of the right wing appears on the page after that. By folding along lines marked AA and BB on the next two pages (see corresponding dotted lines in diagram) readers can see exactly how the altarpiece appears in the chapel at Ghent.



← **THE KNIGHTS OF CHRIST**, famous fighters for the Faith, were included by the Van Eycks as worthy to worship the Lamb of God. The three carrying banners are believed to be (left to right) St. Martin, St. George and St. Sebastian while the one wearing the imperial crown may be Charlemagne, the Ninth Century Frankish king who conquered the infidel Saxons.









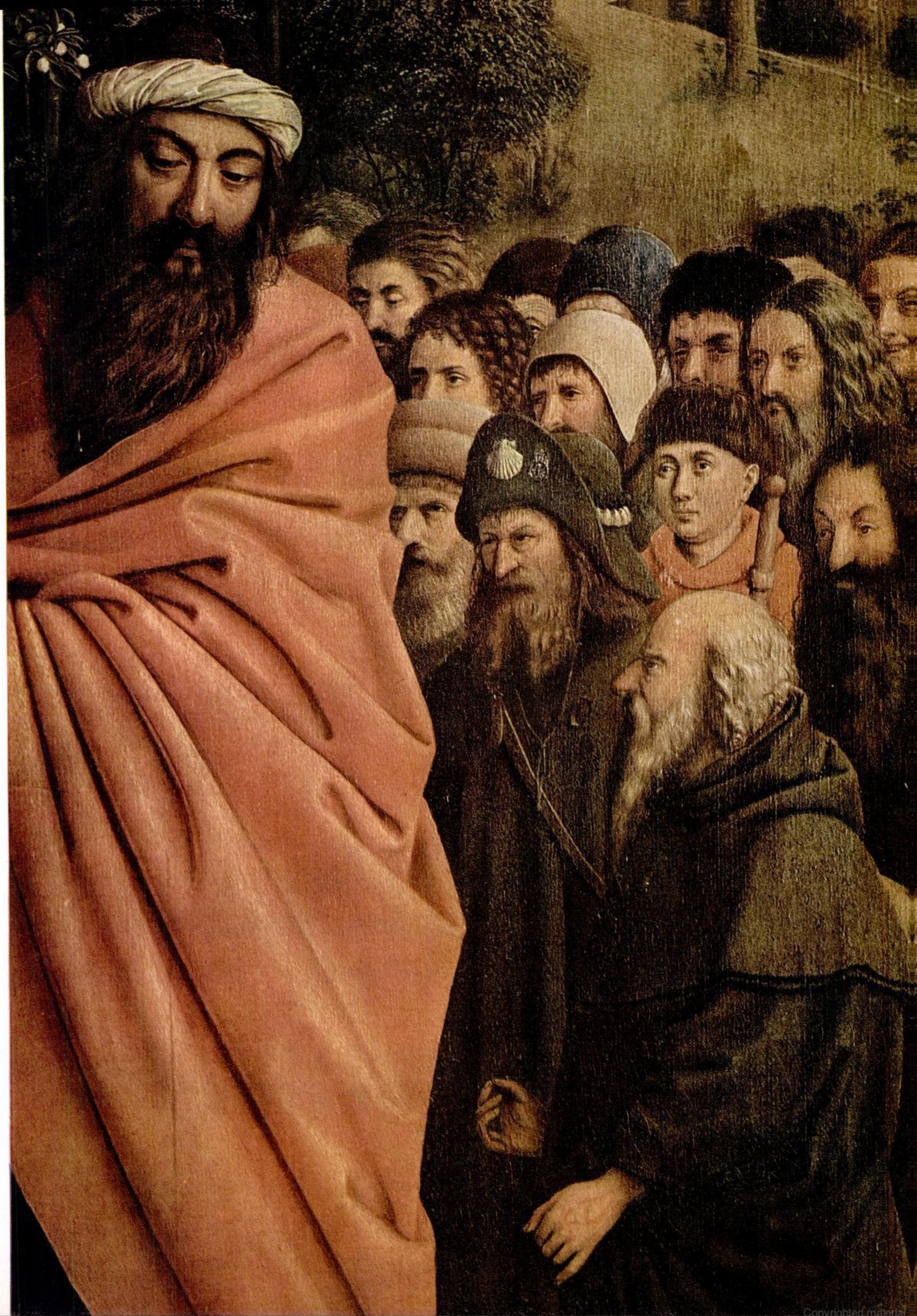
Allegory of the Lamb Made Brothers Famous

With the completion of the Ghent altarpiece the names of Hubert and Jan van Eyck spread throughout the Western world. Artists and connoisseurs came from all parts of Europe to see the remarkable work. The celebrated German Painter Albrecht Dürer called it "a most precious painting, full of thought. . . ." Jan van Scorel, a Dutch painter, was so overcome by it that he fell on his knees and kissed it. All were astonished by its brilliant colors, which gleamed like jewels in the dim light of the Gothic chapel. To produce them the Van Eycks had developed a new formula for mixing oils (probably linseed and walnut) with their pigments, a technique painters had been trying to master for centuries. Their method was taken up in Italy, where it helped make possible the great oil paintings of the Renaissance.

Of the lives of the famous Van Eyck brothers almost nothing is known, particularly of Hubert, the elder. In fact there is some doubt that Hubert existed at all. But most scholars agree that he was born around 1366 and was living in Ghent when he was commissioned to paint the altarpiece. Hubert worked on it for some six years and then died. Three years later his brother Jan took over and worked three years more to finish it. The styles of the brothers were so similar that it is difficult to distinguish who painted what. Jan became widely known as a portrait painter and was once sent to Portugal by the Duke of Burgundy to paint two portraits of the infanta which would show the duke if she was as beautiful as he hoped. On the strength of Jan's evidence the duke sent for the infanta and made her his third wife.

The Van Eyck brothers hold a unique place in the history of painting. Their altarpiece crystallized, as no other work had done, the spirit of the Middle Ages which could turn the most mystical idea into a concrete and realistic image. The people coming from all directions to worship the Lamb of God are portrayed with painstaking realism. Even God himself, the Virgin Mary (*upper right*) and St. John the Evangelist (*lower left*) are as bluntly realistic as the wife of Jodocus Vydt (*lower right*). Adam and Eve actually appear in the nude—Eve possibly with child. Yet the whole work conveys the mystical fervor surrounding the allegory of the Lamb, symbolizing Christ's own sacrifice for the sake of humanity and the triumph over evil. It catches the spirit of St. John, who wrote in Revelation, "Lo, a great multitude . . . of all nations . . . and people, and tongues, stood before the throne, and before the Lamb . . . And cried with a loud voice, saying, Salvation to our God. . . ."

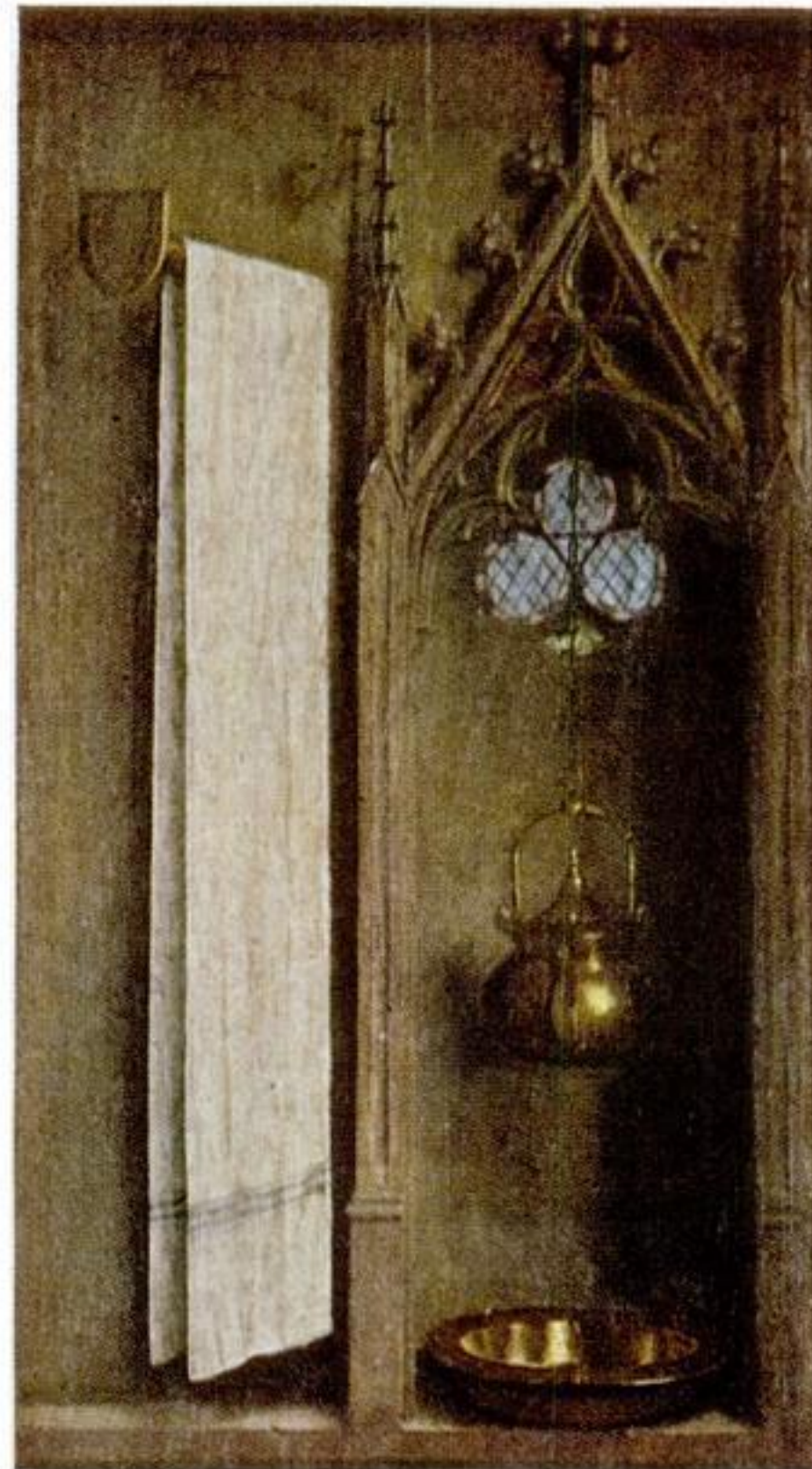
HOLY PILGRIMS (*right*) symbolize the virtue of prudence and have come from far off to pay reverence to the Lamb of God. They are led by St. Christopher, who, according to legend, won the praise of Christ himself for carrying him safely across a treacherous river. Christopher was reputed to have converted 48,000 people before the Romans cut off his head.



Van Eyck Altarpiece CONTINUED



A WINDOW in Mary's room (in Annunciation) opens on medieval town (probably Ghent), offers contrast to mystical Annunciation in chamber.



MARY'S WASHSTAND shows the familiar objects of medieval times. The common utensils are all there: washbasin, bronze water kettle, hand towel.



GLITTERING JEWELS, typical of lavish medieval taste, adorn the hem of God's robe and the crown which signifies that he is King of Kings. Greek and Latin inscriptions tell of his eternal life and spirit. God himself (*opposite*), dominating

the entire altarpiece, gives the traditional blessing and wears a dazzling papal tiara. The pelicans on the cloth behind him are symbols of self-sacrifice. Above his head the words begin: "This is God, all-powerful in his divine majesty. . . ."



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Instant form too!

SHIP'S TREASURE! That ever-present, ever-popular pot of fragrant coffee, kept hot and ready on the galley stove. You can count on men who lead active lives to know *good* coffee . . . to enjoy, with real pleasure and deep satisfaction the extra richness and vigor of Maxwell House. Expertly blended for finer, richer flavor and fragrance, it makes a man say, "This is *my* kind of coffee." No wonder, in this nation of coffee lovers, Maxwell House is bought and enjoyed by more people than any other brand—at *any price!*

TUNE IN . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday nights.

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Maxwell House . . . the one coffee with that



"Good to the Last Drop" flavor!





SOMERSET MAUGHAM LOOKS OUT AT THE WORLD FROM THE MOSQUITO NETTING THAT PROTECTS HIS BED IN THE VILLA MAURESQUE, HIS HOME ON THE RIVIERA

SOMERSET MAUGHAM MAKES A FINE MOVIE

W. Somerset Maugham, the best-known living English writer, has just announced his retirement at the age of 75. As a kind of farewell to his public he is appearing as both author and actor in a bright new British movie called *Quartet*, made from four of his short stories.

Quartet is really a collection of four short movies of varying merit. They were acted out in Eng-

land by four different sets of actors under the control of four different directors. The stories come from different books (though they have now been published together). Three of them are told on the following pages. *The Facts of Life* is not much more than an after-dinner anecdote. *The Alien Corn* is a pathetic story of a young man who tries to become a great pianist and fails. But the last two,

The Kite and *The Colonel's Lady*, are Maugham at his best: light, dry, sharp-eyed, ironic.

The old man is himself a star in his own film. He appears on the screen to introduce his stories, to comment on the people in them and to deliver a little valedictory to his audience, "The public—you—have been very kind to me but sooner or later we must part. I hope we shall part good friends."

Senator Claghorn Says: "Edgeworth I say— **EDGEWORTH**



*is America's
Finest—
Finest that is!"*

New York City

Edgeworth
Richmond, Virginia

Gentlemen:

I discovered Edgeworth Pipe Tobacco one day when -- so help me -- I was waiting for a street car.

There was a gentle wind blowing -- a South wind, that is -- and it brought to my nostrils a pleasant aroma from a stranger's pipe.

I noticed the Edgeworth blue pouch in his pocket and decided to buy some. Ever since, your mild and mellow Edgeworth has been in my Senatorial pocket.

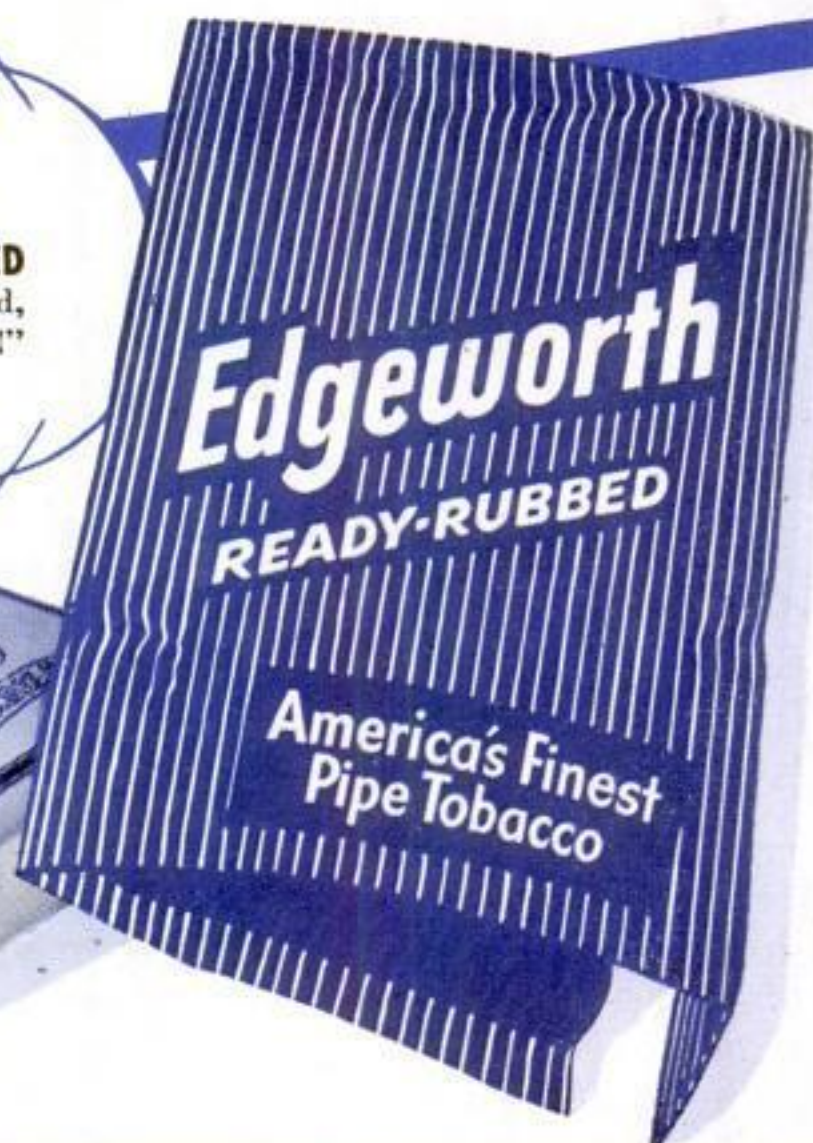
As "Senator Claghorn" would put it: "Edgeworth I say, Edgeworth is America's Finest -- finest that is."

Sincerely,
Kenny Delmar

RELAX

...with **EDGEWORTH READY-RUBBED**
...slow-burning, cool-smoking. And, remember -- "every pack is a pouch!"

...with **EDGEWORTH SLICED** ...
crumble to your personal taste.



"Quartet" CONTINUED

"THE FACTS OF LIFE"

First of the stories in *Quartet* is an anecdote with a moral: it is better to be born lucky than to be born clever or rich. An English tennis player named Nicky goes off to Monte Carlo fortified with paternal advice to keep well away from gambling and women. He fails to heed the sagacious advice and gets the considerable awards detailed below.



AT THE GAMBLING TABLE Nicky (Jack Watling) wins 20,000 francs and makes friends with a blond lady tactfully referred to as an adventuress.



THE ADVENTRESS (Mai Zetterling), who has brought Nicky up to her room, steals his money when she thinks he is asleep and hides it in a flowerpot.



RETURNING TO ENGLAND Nicky counts money he retrieved from the pot, finds he has taken not only his own but a good deal belonging to the girl.

CONTINUED ON PAGE 75



No blocking necessary! Soft, warm nylon sweaters take to tubbing, hold their shape—no worry about stretching, shrinking, moths. And season-after-season wear!

NYLON

gives you something extra



Products properly made of nylon give you **EXTRA VALUE** in:

- ✓ STRENGTH
- ✓ LIGHTNESS
- ✓ ELASTICITY
- ✓ TOUGHNESS
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- ✓ EASY WASHING
- ✓ FAST DRYING
- ✓ FLAME RESISTANCE
- ✓ RESISTANCE TO MOTHS AND PERSPIRATION
- ✓ CAN BE "SET" TO HOLD SHAPE



FREE BOOK—Every shopper, student, housewife will want to read "Nylon Gives You Something Extra," a helpful illustrated booklet about easy-living nylon. Write Nylon Div., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.



TO MANUFACTURERS: Do you use textile fibers or fabrics in your product or your process? "Nylon Textile Fibers in Industry" gives examples of nylon's use, suggests cost-cutting ideas. Write for this free booklet!

Du Pont makes only the nylon fibers—not the finished products shown

Stands up to showers! Nylon tulle, sheer, strong, stays perky because it's "set" to hold its shape. Your Easter bonnet will be slow to wilt or wrinkle.



Long wear, hard wear, won't change the luxurious good looks of nylon upholstery. Moths aren't interested! Car owners will be! It's tough and rugged, and it's easy to clean!



Easy to wash, quick to dry—extra time and energy savers in children's nylon undies. They'll wear and wear—because they're made with comfortable, easy-living nylon.

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BETTER THINGS FOR BETTER LIVING

... THROUGH CHEMISTRY

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT



Hey, wake up! IT'S "BRIGHTEN-UP TIME"

at General Electric Lamp Dealers Everywhere



Richard
Dickens

1. Brighten-up with this new 4-lamp package!



EASY TO BUY

No wait for wrapping or testing when you buy the new General Electric 4-Lamp Package.



EASY TO USE

Bulbs are firmly held, yet easy to take out. Easy to keep spares on hand.



EASY TO CARRY

It's compact, strong, safe—the ideal way to take home a supply of General Electric lamps.



STOPS BULBSNATCHING

You're always a jump ahead of bulb snatchers when there's a 4-Lamp Package in the house.



GE LAMPS

4 40 OR 60 WATT BULBS **48¢**

4 100 WATT BULBS **60¢**

Prices subject to federal tax.

2. Brighten-up with the right lamp in the right socket!



MOST POPULAR!

There's a right-size, right-type General Electric lamp for every use. Most popular is the 60-watt, for closets, halls, porches. Only . . . **12¢**



LOTS OF LIGHT!

A General Electric 100-watt bulb gives a whole lot more light than the 60-watt—and yet costs only . . . **15¢**



CHOICE OF LIGHT!

At the flick of a switch, G.E.'s 3-lite bulb gives you your choice of light levels. The 50-100-150-watt size costs only **36¢**



WISEST BUY IN FLUORESCENT!

G-E lamp research developed the fluorescent lamp—sees to it that you get full value for your money with General Electric. 40-watt . . . **\$1**

Prices subject to federal tax.

You can put your confidence in—

GENERAL  ELECTRIC

"THE KITE"

Best of the episodes in *Quartet* is this story of a stubborn, moody young cockney, beautifully acted by George Cole, who goes to jail for nonsupport of his wife. A sympathetic prison inspector learns how the boy's life has been ruined by a violent family squabble over his fine home-made kite and uses a new kite to effect a family reconciliation.



KITING ON THE COMMON is principal interest in life for Herbert Sunbury, whose parents have brought him up in dull middle-class respectability.



HERBERT'S MOTHER (Hermione Baddeley), who is a kite enthusiast herself, does not want to lose her boy, vainly tries to keep him from marrying.



HERBERT'S WIFE loses him by smashing kite in a jealous fit. Film gives Maugham's story happy ending: wife wins Herbert back by taking up kiting.

CONTINUED ON NEXT PAGE

Pay less . . . get cleaner windows

Buy WINDEX WAX for GLASS!



1. "HAPPY DAY!"—windows come clean *faster!* Stay clean *longer!* You just spread on Windex Wax for Glass. Wipe it off. *No rubbing!* Good-by, backaches from window cleaning! And how you save money with this miracle cleaner!



2. EXTRA PRIDE in all silverware! Windex Wax for Glass gives flatware, candlesticks that "jeweler's" sparkle. Gives "new-bright" look to brass, chromium, copper, porcelain.



3. YOUR HEART will thrill to the way glass table tops and mirrors pop with glistening highlights! You can clean hundreds of things with the big, economical 16-ounce can!

NO BETTER WAX GLASS CLEANER AT ANY PRICE!

CLEANS:

Windows	Bathtubs	Fireplace
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Silverware	Bathroom	Ventilators
Pewter	Fixtures	Chromium
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—and many, many more!



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Not for use on automobile bodies, floors, furniture

Copr., 1949, by The Drackett Co.

FOR BEST RESULTS:
shave with **Barbasol**



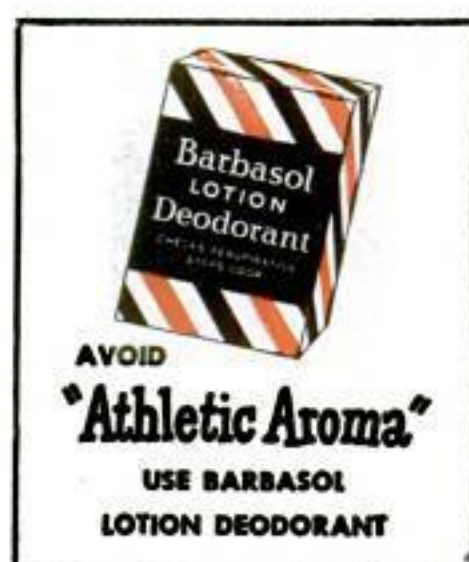
"How can you
be so cool,
Lieutenant?"



● No brush
No lather
No rub-in

That's easy—he shaves with Barbasol! Barbasol wilts whiskers fireman-fast for close, smooth, easy shaving. And it does the trick without removing natural skin-oils, as soapy lathers do. So your face is left *naturally* smoother, softer and *cooler*! Try Barbasol the next time you shave!

Use it also for soothing relief of windburn, chapping, chafing, itching



"Quartet" CONTINUED

"THE COLONEL'S LADY"

In this story Maugham pokes fun at a stiff, dull-witted, convention-bound, *Times*-reading retired colonel. After 30 years of marriage to a woman he has grown to consider little more than a housekeeper, he discovers she has written a book of torrid poems about a youthful lover that has everybody talking. For the first time in his life he feels foolish.



AT A PARTY the colonel overhears a lady say of his wife's book of poems, "I had to lock the door of my room while I read it—it made me feel quite naked."



AT A BOOKSTORE the colonel plucks his mustache as he hears the salesman say of the book, "Sexy you know, but tragic. Hot stuff, but literature too."



BACK HOME he asks his wife who the passionate young man of the book is. She says it is really himself—his dead self of 30 years ago, when he loved her.



Grosvenor, pattern GR 15, wave design in Silver Blue.

GOOD RECORD ...on the floor

Ever since 1878 . . . through many changes of taste and fashion in the furnishing and decoration of homes . . . Mohawk carpets have made an enviable record covering the floors of America. Their standard has always been the *best* . . .

the *best* wools of the world, the *best* craftsmanship, the *best* selection of weaves, the *best* design and color, the *best* value. Whatever you choose, the Mohawk label assures you that you are getting the best possible value in that particular weave. Shown here, Silver Blue GROSVENOR, a textured Wilton weave, one of Mohawk's four new high-fashion colors, recently risen to popular favor in smart decoration.

NOW—Be Your Own Decorator!

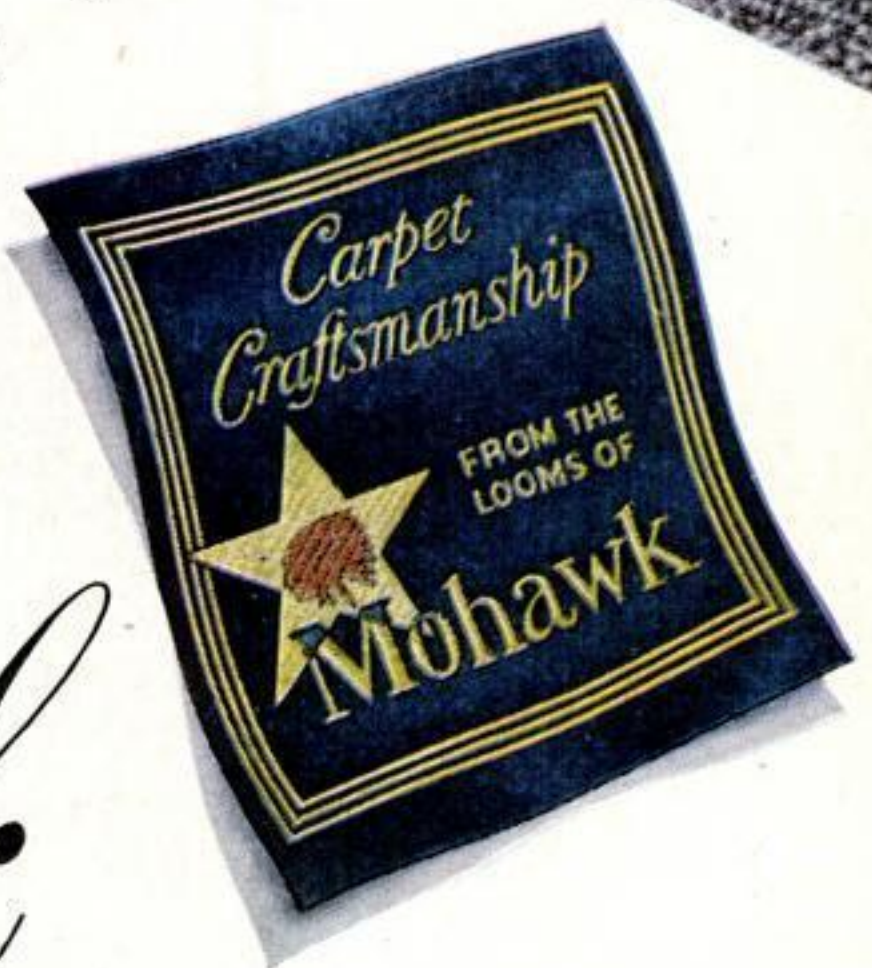
Use any color material . . . fabric, wallpaper, chalk, wood veneer to make your own color combinations of walls, furniture, drapery and carpeting. Put the Mohawk "Home Color Planner" room transparency over your color scheme and view the results. So simple to experiment before decorating your home. Achieve professional results. Send 25¢ to

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World's Finest Refrigerator

Outstanding In Quality . . . In Beauty . . . In Price!

Now, Hotpoint presents the crowning masterpiece of America's foremost kitchen planners—the greatest home refrigerator ever built. Timeless in styling and beauty, the brilliant new Hotpoint Refrigerator-Food Freezer Combination is years ahead in revolutionary advancements for added convenience, better food preservation and new economy.

● **As different as day and night** from ordinary combinations, the new Hotpoint introduces a brand new conception of refrigeration. Unlike conventional models with single door and two temperature zones, Hotpoint has completely separate compartments—each with its own door, separate control and separate insulation.

More Convenience Features Than Any Other Refrigerator!

● **Here are dreams-come-true** advantages never available to you before. You have a full-size refrigerator, more than adequate for all regular family needs, that *never needs defrosting*. In addition, there's a big frozen-food compartment that freezes and stores 70 pounds. Streamlined inside and outside, the new Hotpoint *is packed with more convenience features than any other refrigerator*. These include extra storage capacity, adjustable sliding shelves, a swing-out rack equipped with covered jars for leftovers, a butter conditioner that keeps butter at the right temperature for spreading, and numerous other improvements.

● **There's a Hotpoint for every budget!** And whether you select the great two-door Refrigerator-Food Freezer which combines two engineering triumphs in a single unit, or one of the single-door models, you're sure of the world's finest when you buy Hotpoint! Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.



Call Western Union Operator 25 for the name of your nearest Hotpoint dealer.





Everybody's Pointing To

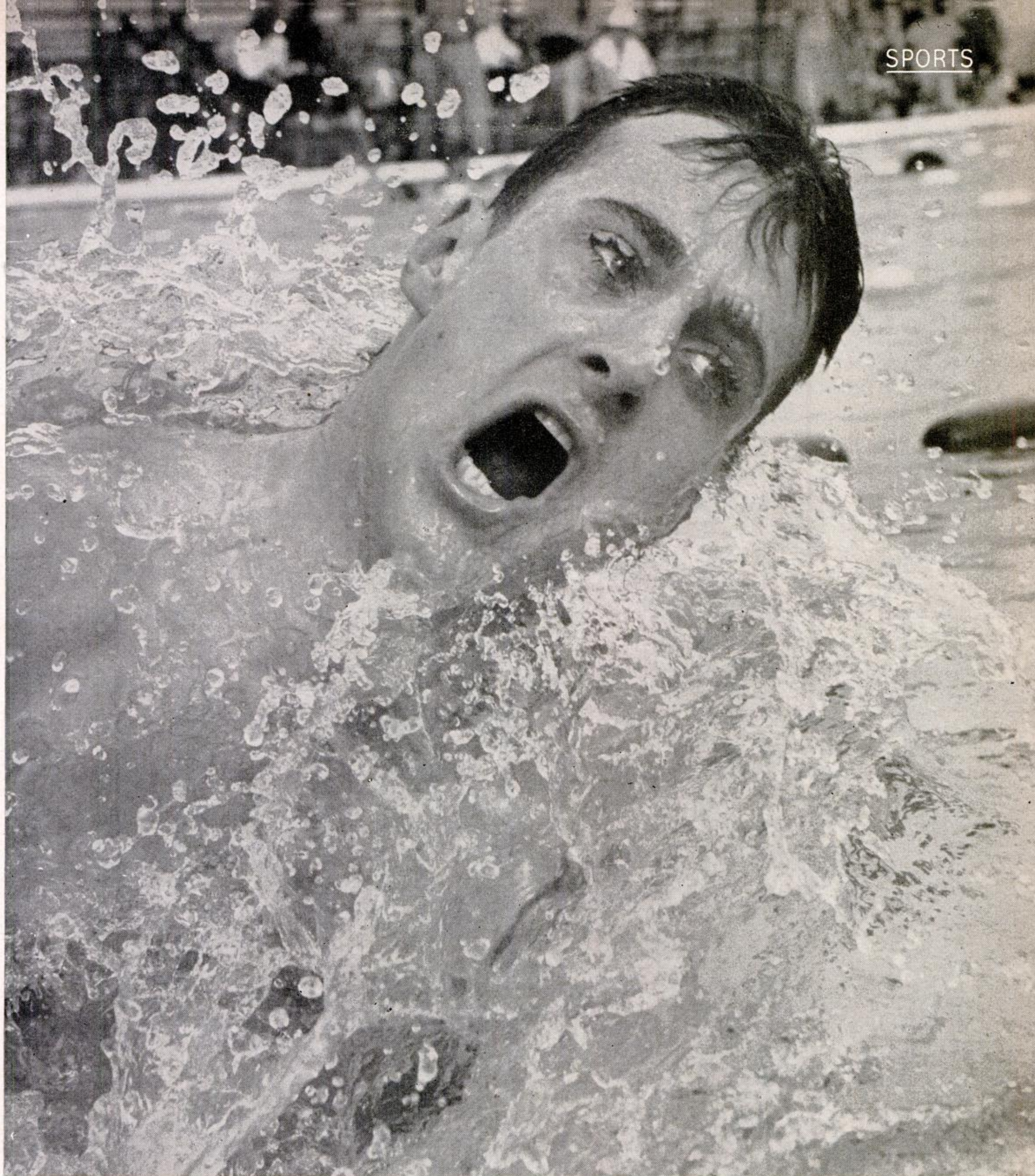
Hotpoint
Refrigerators

Pass any cheese

... Blue or American, whatever you please ... and if you *truly* love it—serve with crunchy, crisp RITZ CRACKERS! For these crackers, above all others, bring out cheese *richness* and *raciness*—add their own unequaled zip-and-tang! With salad, fruit or soup, too ... for the full thrill of flavor—for your fill of enjoyment—eat RITZ CRACKERS!

“nothing tastes as good as Ritz... but Ritz!”





HIS MOUTH OPENED WIDE FOR A GULP OF AIR, BREAST-STROKE CHAMPION KEITH CARTER KICKS UP A SPECTACULAR SPRAY OF WATER AS HE EXECUTES A TURN

CARTER OF PURDUE

**He finally outswims his big rival
to win breast-stroke championship**

The big splash of water shown here is being made by Keith Carter, a Purdue engineering student who can now call himself the best breast-stroke swimmer in the world. Until three weeks ago, however, it looked as if Carter's best would always be second best. Five times he had finished behind LaSalle University's Joe Verdeur, who beat him in last year's Olympic Games. But on March 25, in the collegiate indoor championships, Carter finally defeated Verdeur in a 200-yard race. To prove

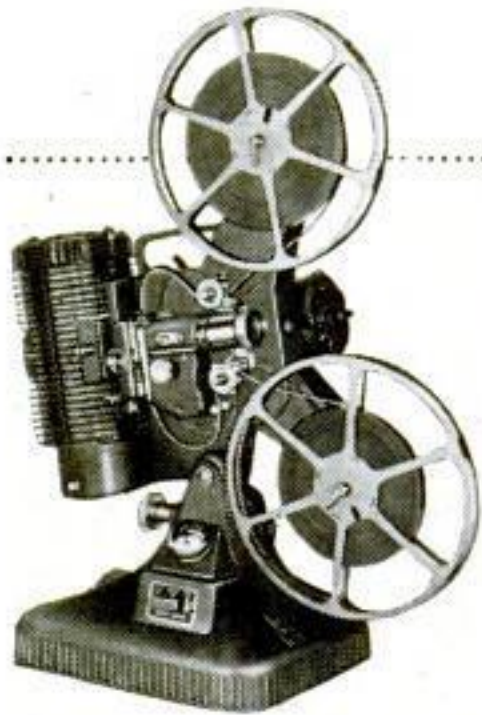
it was no fluke he beat Verdeur again a week later (*next two pages*) at 220 yards in the A.A.U. championships at Daytona Beach, Fla. A powerfully built 195-pounder, Carter did not take up competitive swimming until he was a senior in prep school and then only because he had tired of basketball. At Purdue, Coach Dick Papenguth made him a star. Now 24, when most swimmers have hit their peak, Carter is still improving, and the Olympic victory he missed last year may be his in 1952.



For magnificent true-color
movies at their very best...
choose **Keystone** equipment



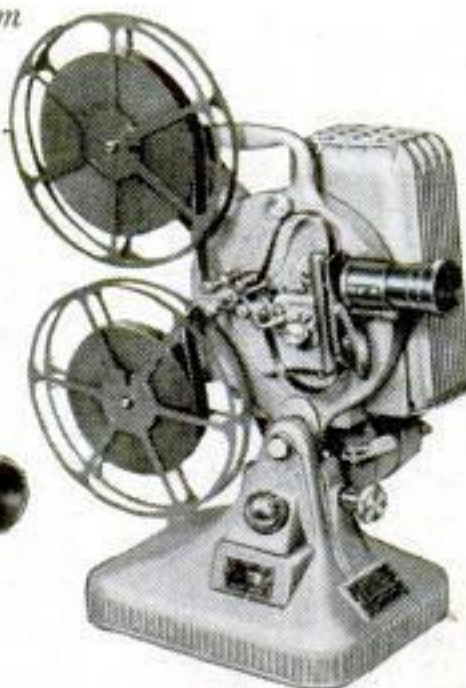
8MM MAGAZINE CAMERA. Quick loading. No sprockets. 4 speeds including slow motion. Coated Wollensak f2.5 lens on interchangeable mount. \$116.50 inc. tax.



8MM PROJECTOR. 750 watt lamp. Coated f1.6 lens, 400 ft. film capacity. Automatic rewind. Reverse pictures and bright still pictures. \$138.50. Other fine projectors \$54.50 to \$110.00.



16MM MAGAZINE CAMERA. Drop in film magazine and shoot. 4 speeds. Push button magazine ejector. Coated Wollensak f2.5 lens interchangeable mount for other lenses. \$122.50 inc. tax.



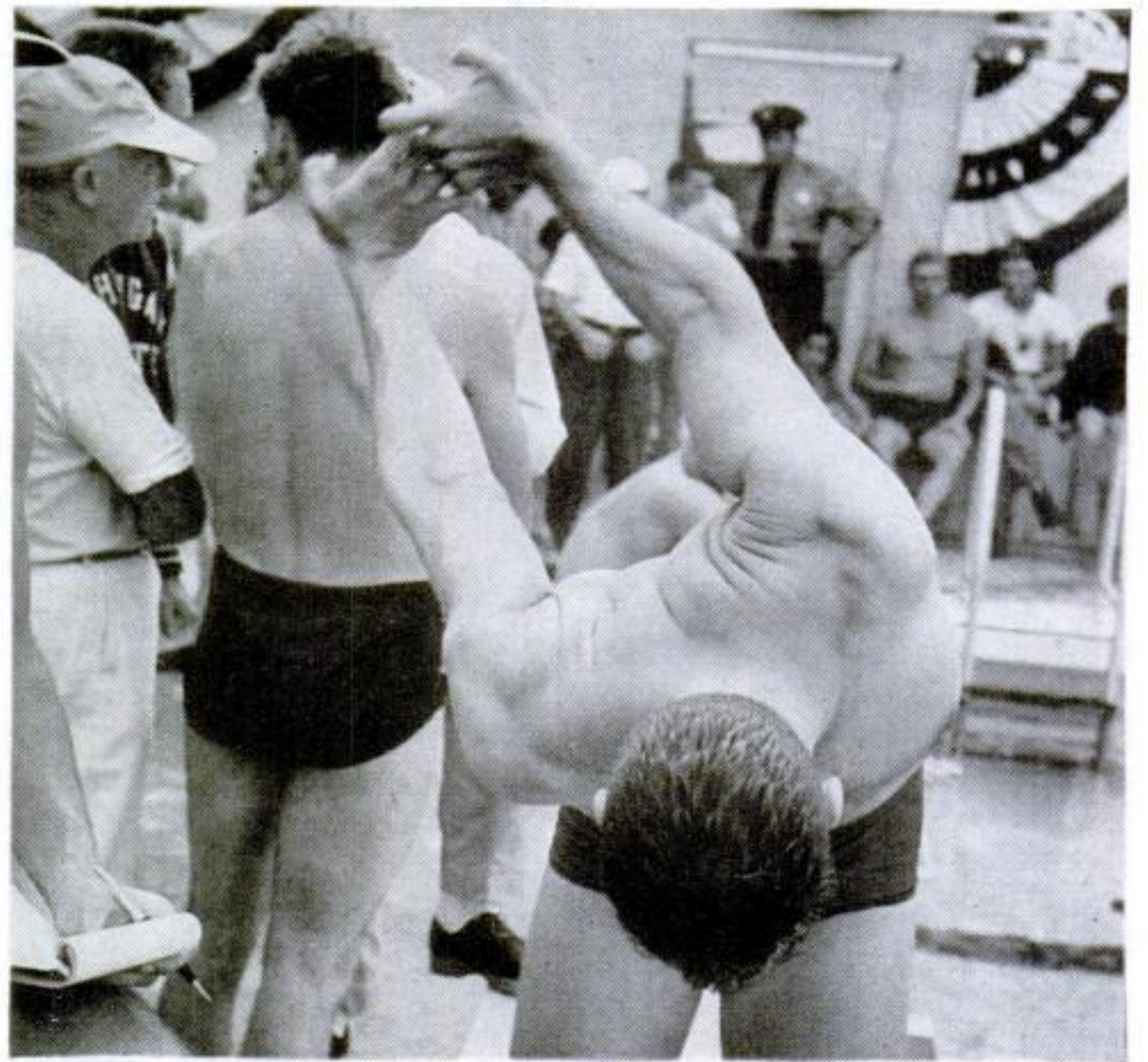
16MM PROJECTOR. 750 watt lamp. Coated f1.6 lens, 400 ft. film capacity. Automatic rewind. Reverse pictures and bright still pictures. \$119.50. Model without retractable cord — \$99.50.

Keystone
FOR OVER TWENTY-FIVE YEARS MAKERS OF
FINE 8MM AND 16MM MOVIE CAMERAS AND PROJECTORS

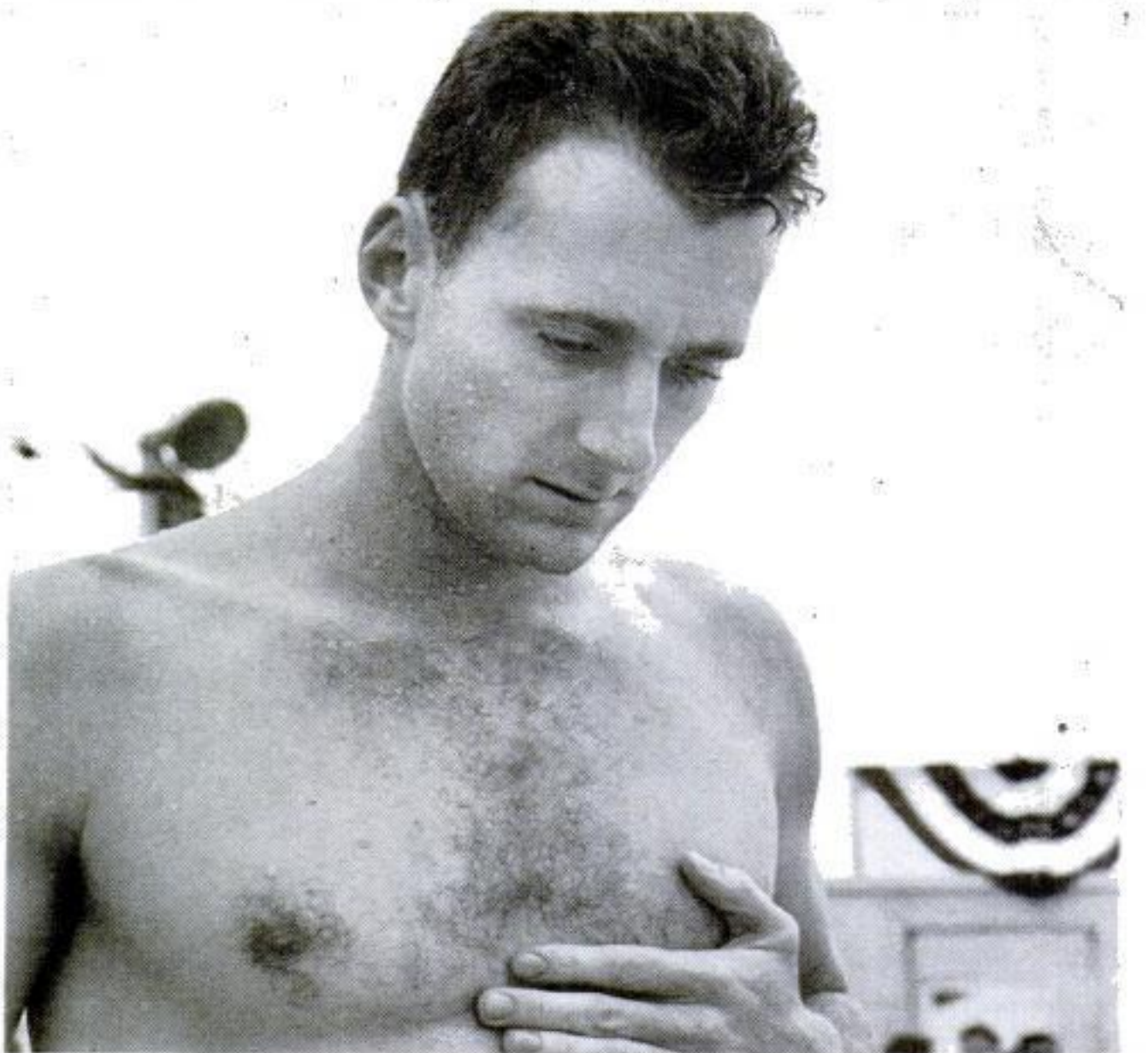
KEYSTONE MANUFACTURING COMPANY • BOSTON 24, MASSACHUSETTS



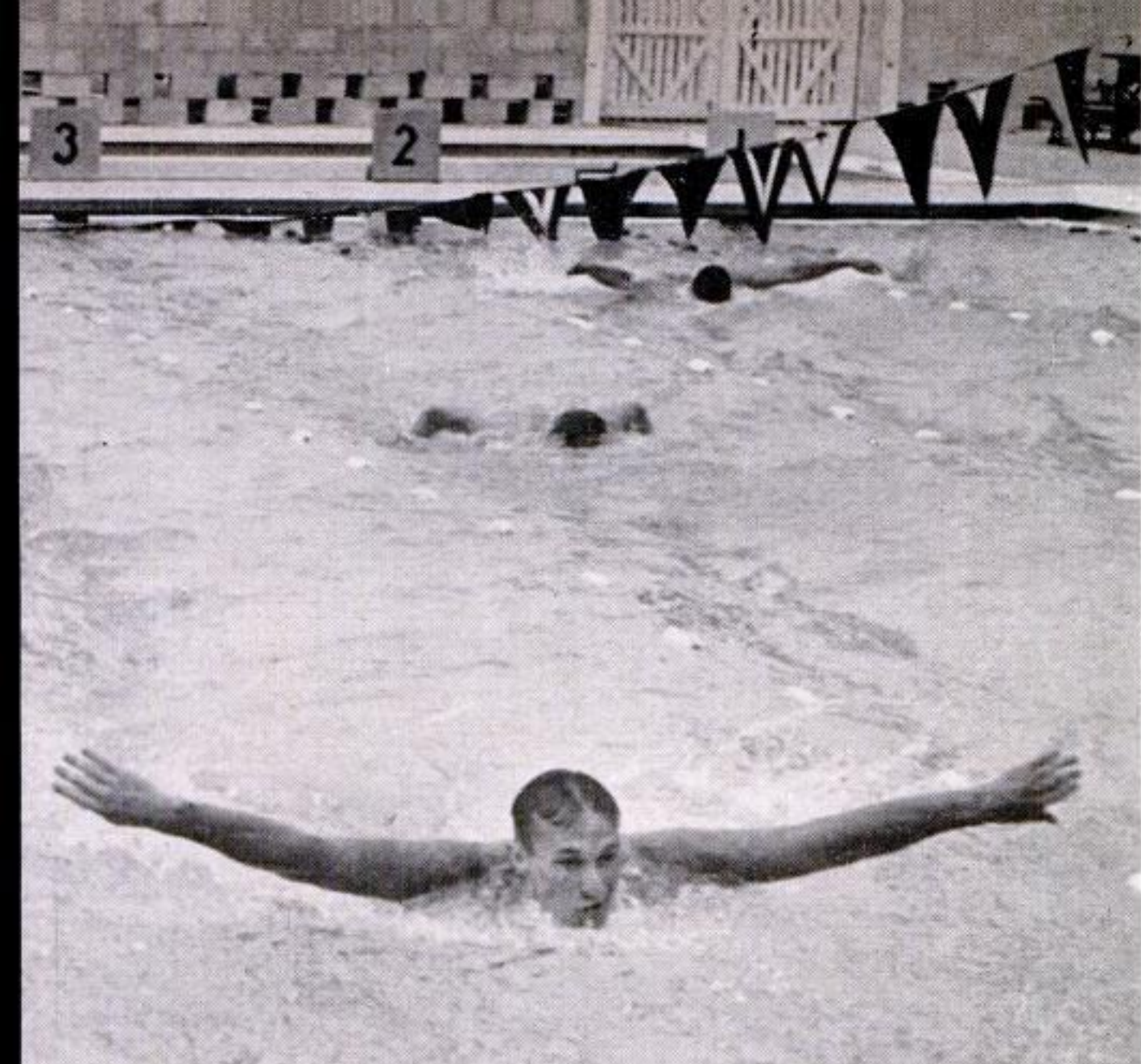
BEATING VERDEUR, Carter (left) maintains a half-stroke lead over the Olympic champion with one lap to go. Finish is marked by flags in background.



BEFORE THE RACE Carter does twisting exercises in order to loosen body muscles. He also kneads his legs and jumps up and down to speed up his heart.



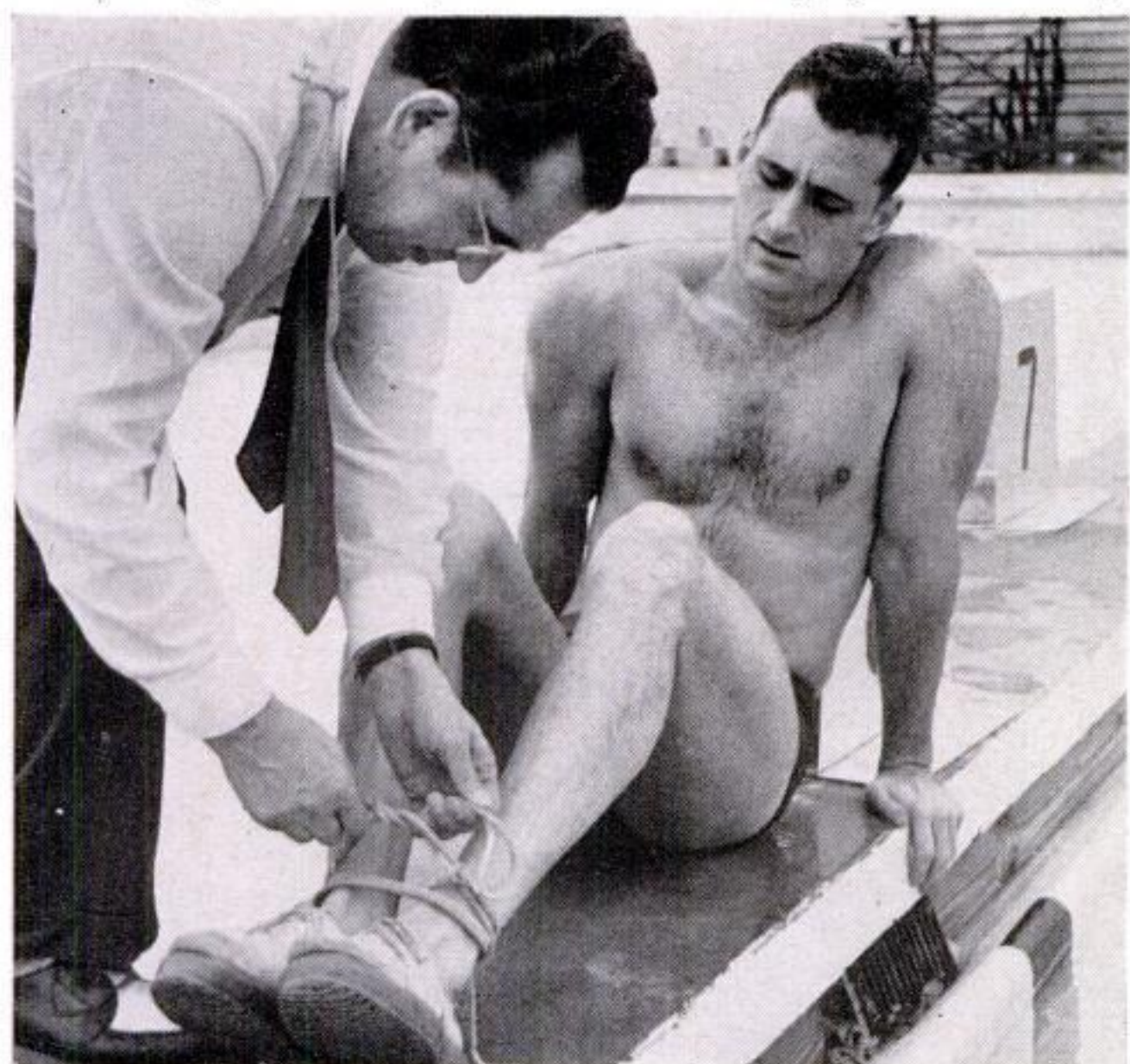
HE FEELS HIS HEARTBEAT to be sure it is "up" for the race. If it is not going several beats a minute above normal, Carter continues with his exercises.



Time was just off Verdeur's record, which Carter probably would have broken but for choppiness resulting from water's being 3 inches below ideal level.



HE SPLASHES HIS FACE with the cold water of the pool to avoid possible shock that might momentarily freeze his muscles if he jumped into it still dry.



IN TRAINING Carter's feet are weighted down by shoes, and legs are tied together by coach, forcing him to swim with his arms alone to develop power.

CONTINUED ON NEXT PAGE

3 STRIKES TO THE GOOD!

CHOOSE THE ONE BLENDED WHISKEY
THAT GIVES YOU ALL 3



Every drop
90 PROOF—
rich, robust, delicious!

**CHOICE
QUALITY**
* 35% Straight Whiskies
65% Grain Neutral Spirits

**WINNING
PRICE**
—America's Greatest
Whiskey Value!

FLEISCHMANN'S PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Flavo-Perk

A handsome percolator that brings pleasure and pride to coffee service. And most important, it makes delicious, full-flavored coffee. Makes 8 cups. \$4.95.

"Trig" Singing Tea Kettle

Gives you hot water in a hurry. Trigger opens spout cap for easy filling and pouring. Chromium on solid copper or all-copper models. Holds 2½ quarts. \$4.50.



Electric Flavo-Perk

A beauty that makes rich, flavorful coffee right at the table. Starts to perk in less than a minute. 8 cups. Price (incl. excise tax) \$9.95.

Flavo-Drip Coffee Maker

For delicious drip coffee every time. Thick polished aluminum keeps coffee hot. Easy-to-clean one-piece dripper. 8 cups. \$5.95.

New and Wonderful! ... by BENEX Brushless



DRIVES TOUGHNESS OUT OF WHISKERS!

PATENTED "WETTING AGENT" IN NEW BENEX SOAKS ANY BEARD SOFTER—ACTUALLY MAKES BEARD 1/5 WATER!—SO RAZOR WHIZZES THROUGH!



SMOOTHER, EASIER SHAVES BY TEST!

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, NEW BENEX WON OVER EACH LEADING BRAND TESTED!

At drug counters... or try sample...

FREE! Fill in and mail for free trial-size tube.

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EXTRA COMFORT!
AFTER-SHAVING ACTION
LEAVES SKIN FEELING FINE!

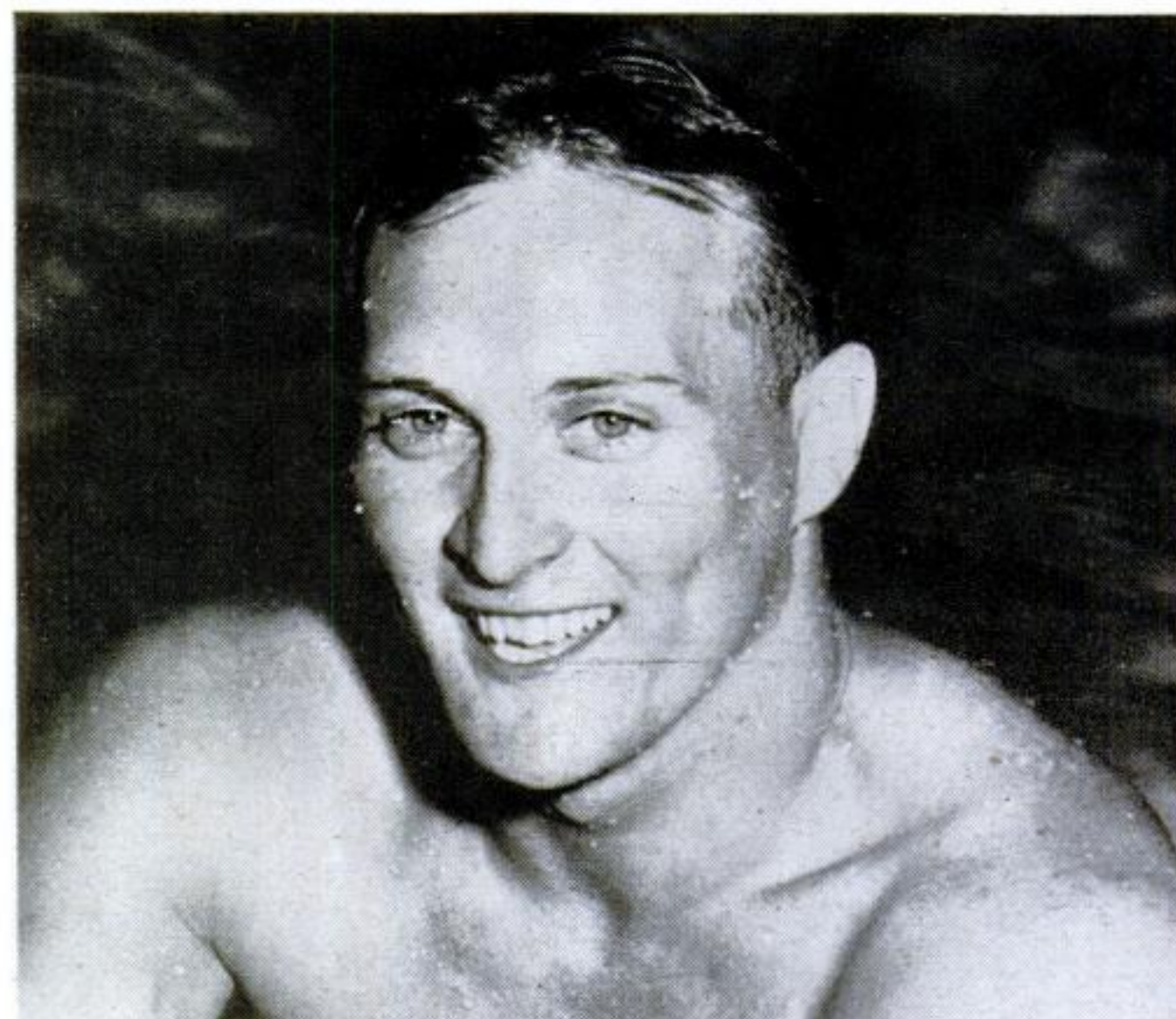
GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

Carter of Purdue CONTINUED

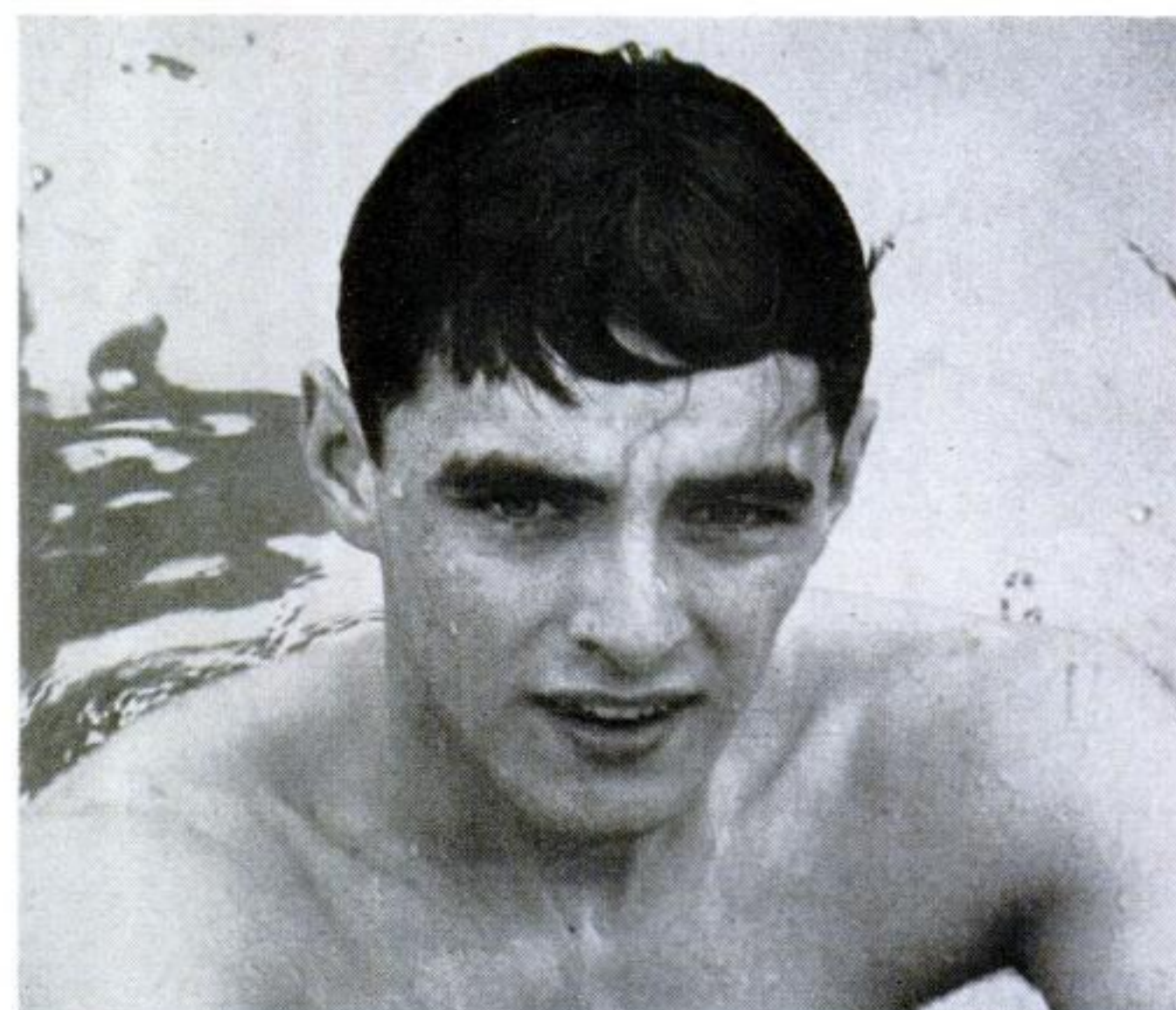
THESE MEN ARE CHAMPIONS TOO



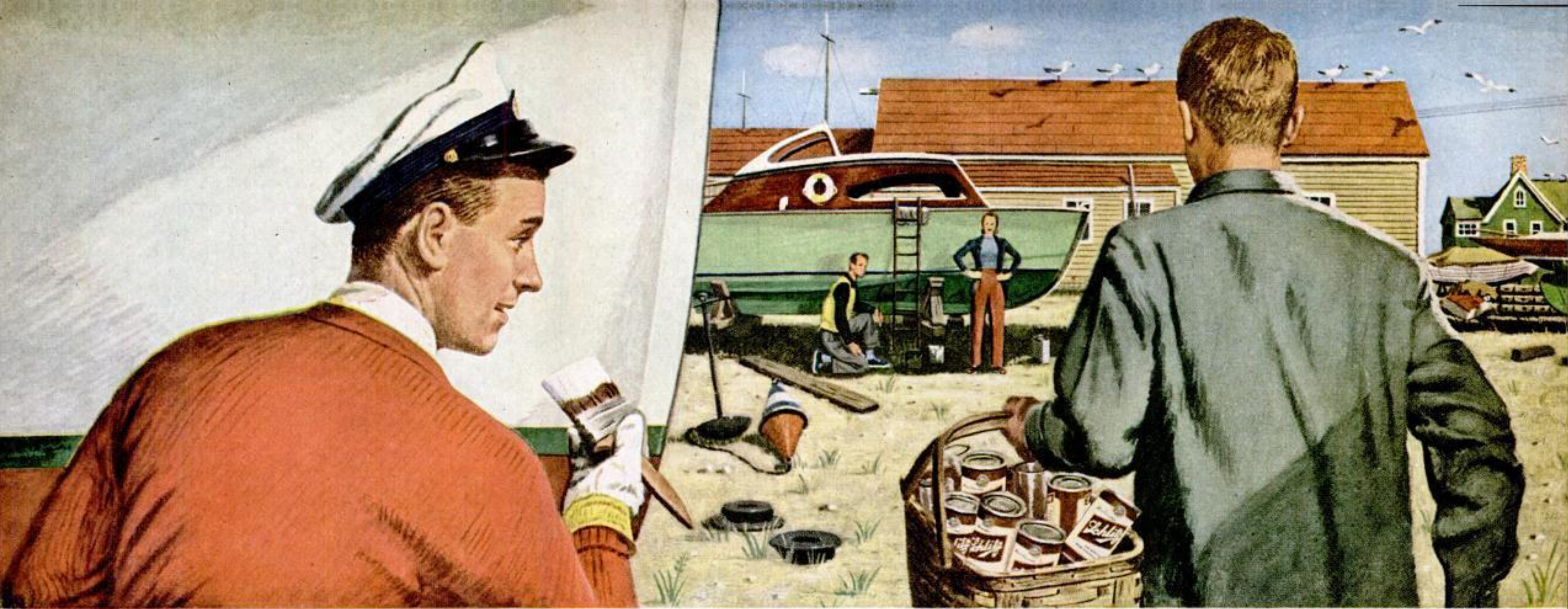
SPRINT CHAMPION Wally Ris of Iowa, who retained his A.A.U. 100-yard title at Daytona Beach, was voted the outstanding collegiate swimmer of 1949.



OLD CHAMPION Joe Verdeur, despite his loss to Carter in the breast-stroke event, won medley race (breast stroke, backstroke, free style) in record time.



DISTANCE CHAMPION Jimmy McLane, who was Olympic 1,500-meter winner last year at 17, also set a new A.A.U. record in 440-yard free-style race.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

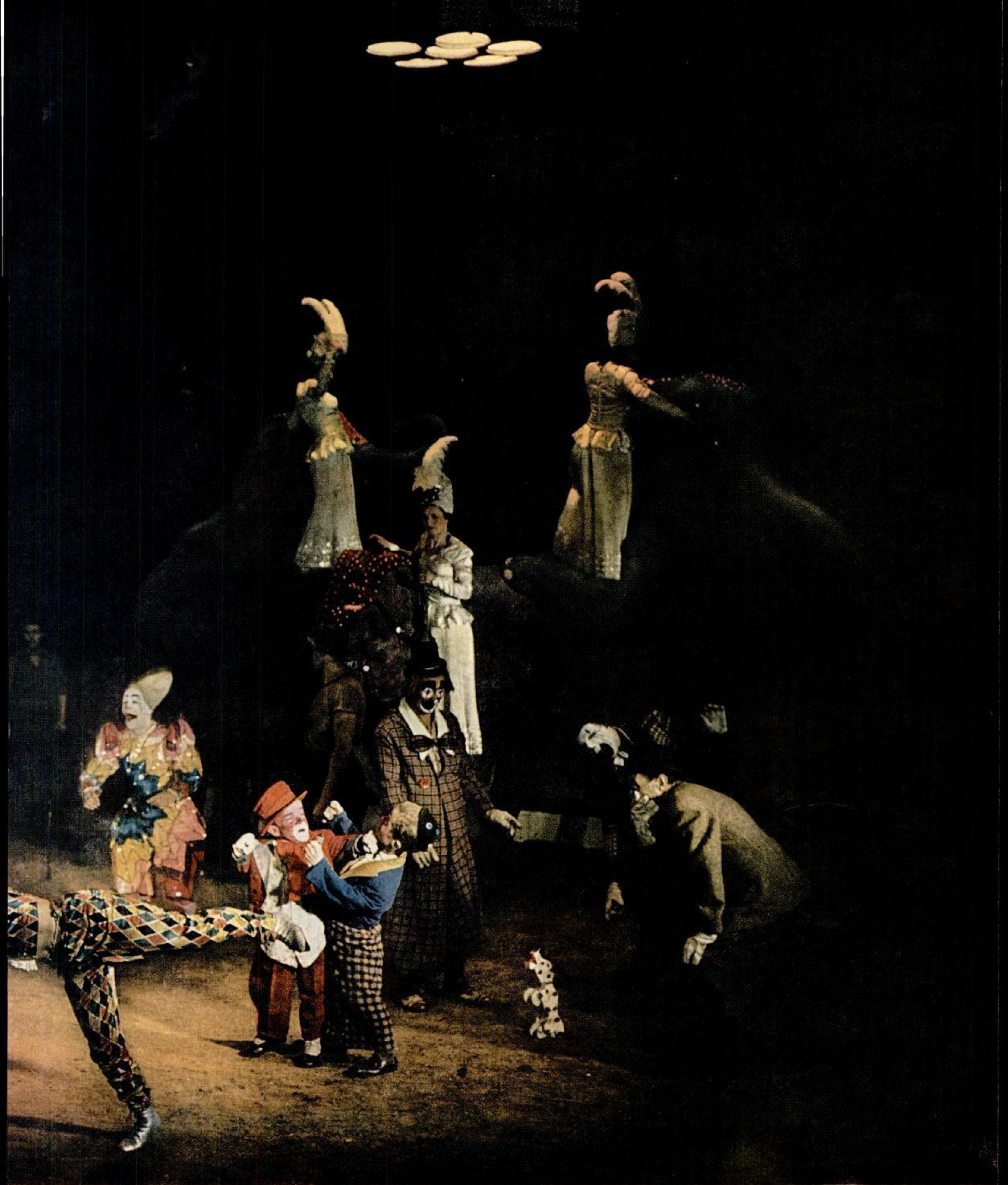
The Beer that made Milwaukee Famous!"





CIRCUS GLAMOUR

April is the month when circuses, like the pilgrims that Chaucer wrote about, come out of winter quarters and take to the road. All around the world acrobats and animal trainers and clowns burst out in their spring finery. In the U.S. the big Ringling show starts in New York City, and in



England the big Bertram Mills show (*above*) begins to tour the provinces.

In this remarkable photograph of the Mills show, taken at a London amusement center called Olympia, the cameraman caught everything happening at once. Proud damsels preen themselves on elephants, clowns

box with each other or tease a talking dog, a trapeze queen (*upper center*) waits to risk life and limb. The Mills show is like any bigtime American circus except in one or two details: it is a one-ring rather than a three-ring affair and the performing elephants play cricket instead of baseball.

Special "Twin-Can" Offer to Introduce the

NEW GLOW IN GLO-COAT

1949 Glo-Coat has a brighter glow-a longer wearing glow!

Get one can of Glo-Coat at
1/2 PRICE
when you buy one can at regular price

Brightest Buy in Town

You save 29¢
ON TWIN PINTS
You save 49¢
ON TWIN QUARTS

At your dealer's now — **HURRY!** SUPPLY IS LIMITED!

GLO-COAT OUTSELLS
ANY OTHER FLOOR
POLISH MORE THAN
2 TO 1



A really sensational get-acquainted offer! It's sponsored by the makers of Johnson's Self Polishing Glo-Coat so you and millions of other housewives will learn all about the new glow in Glo-Coat... see how it shines floors almost twice as bright as before... discover how it gives a more protective, longer-wearing wax polish to linoleum, asphalt tile and rubber tile... and all the varnished wood floors in your home.

Hurry to your dealer's. Take advantage of the special "twin-can" offer he is featuring now on Glo-Coat. While the twin cans last, you'll save 29c when you buy two pints... 49c when you buy two quarts. And your floors will glow as they've never glowed before... and stay glowing-clean far longer!

Your money back if you don't agree the new Glo-Coat is the finest self polishing wax you've ever used! Buy two cans of new Glo-Coat at the special, money-saving "twin-can" price. Use one can. If you are not convinced that the new Glo-Coat is the finest self polishing wax you've ever used, mail the remaining full can to S. C. Johnson & Son, Inc., Racine, Wisconsin, and we will refund the full amount you paid for both cans, plus postage!



Every week enjoy radio's brightest half hour
FIBBER MCGEE AND MOLLY
Tuesday evening NBC. See your paper for local time



Made by the makers of Johnson's Wax. Also makers of
Paste Wax, Liquid Cleaning and Polishing Wax, Cream Wax, and Carnu for cars.

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REGULAR KITE (ABOVE) CARRIES TOY (RIGHT) ALOFT

BAIL-OUT KITE

From high in the air it releases chute, birds and flying saucers

A new kind of kite which combines an aerial circus and a toy war will go on sale around the country in kit form next week. Attached to a conventional kite is a "kite-klip" which releases a shower of paratroopers, paper snow, paper birds, a helicopter or a glider, some flying saucers, a peculiar little man with a revolving propeller for shoulders and a red, white and blue parachute carrying the American flag.

To fill the air—and nearby streets—with this collection, the kite flyer sends a wind-driven disc whizzing up the twine to trip the latch on the kite-klip. The kit, called Magikite, costs \$1.98 for the small size and \$2.98 for the large, which has two kites, extra paratroopers, snow and the helicopter.



KITE-KLIP is a latch attached to twine. The toys are hung from holes in clip, which open when disc hits clip.

KITE DROPS birds, saucers, a chute and a glider → (top, left) to kids. Release disc is visible near glider.



It's a better
sport jacket



if IT'S A
DAN RIVER
FABRIC

Answer to an active man's prayer—the famous Circo-Swing* Jacket with the free-action swivel sleeve. It's in Dan River's Nugget Poplin, permanently water-repellent, completely washable. Sheds wind and rain, weighs little more than a sportshirt. Dan River Mills, Inc.

Airman Circo-Swing Jacket tailored by Shirtcraft. Gray or tan. Sizes 36 to 46. About \$8. Davega Sports Stores, New York; Strawbridge & Clothier, Philadelphia.

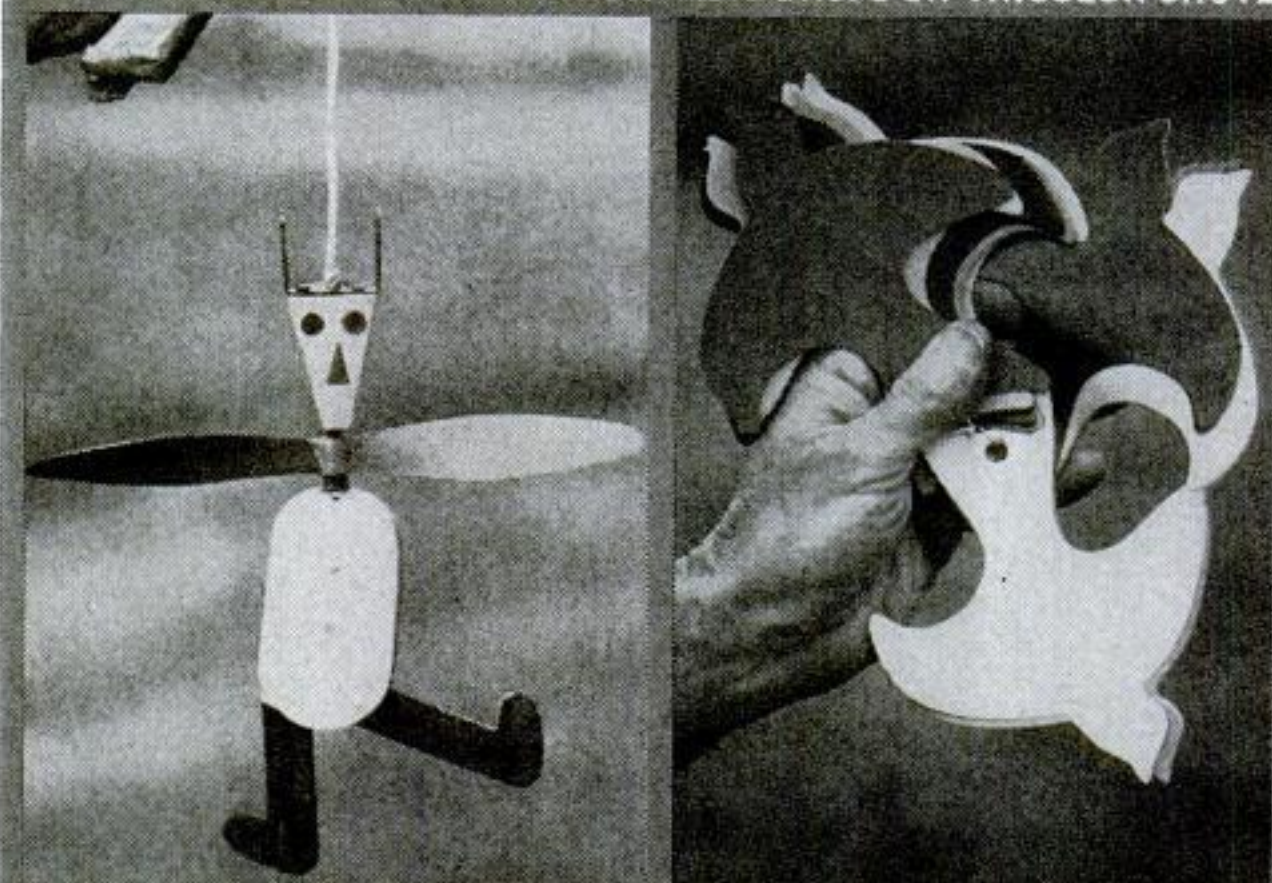
*Pat. applied for

Bail-out Kite CONTINUED

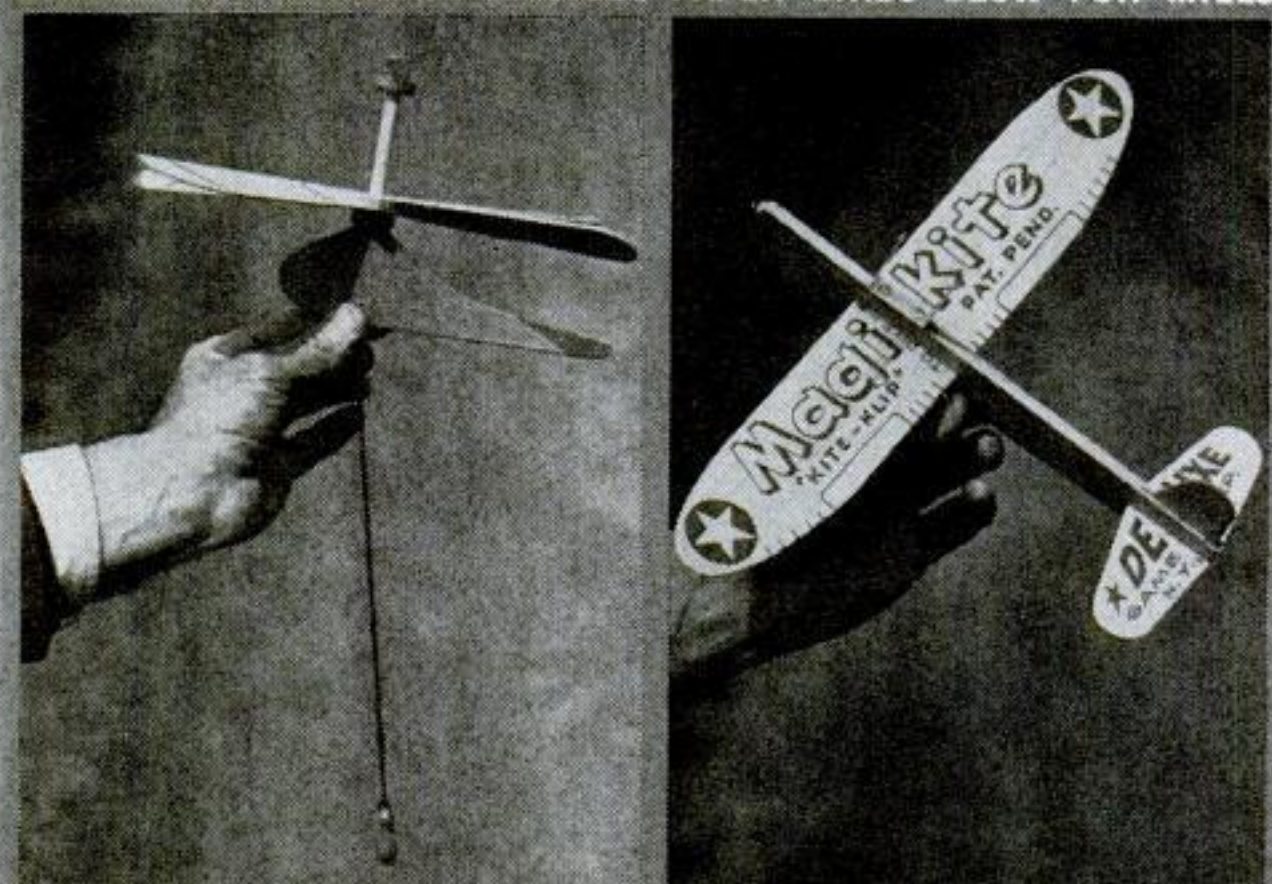
THESE TOYS COME IN KITE KIT



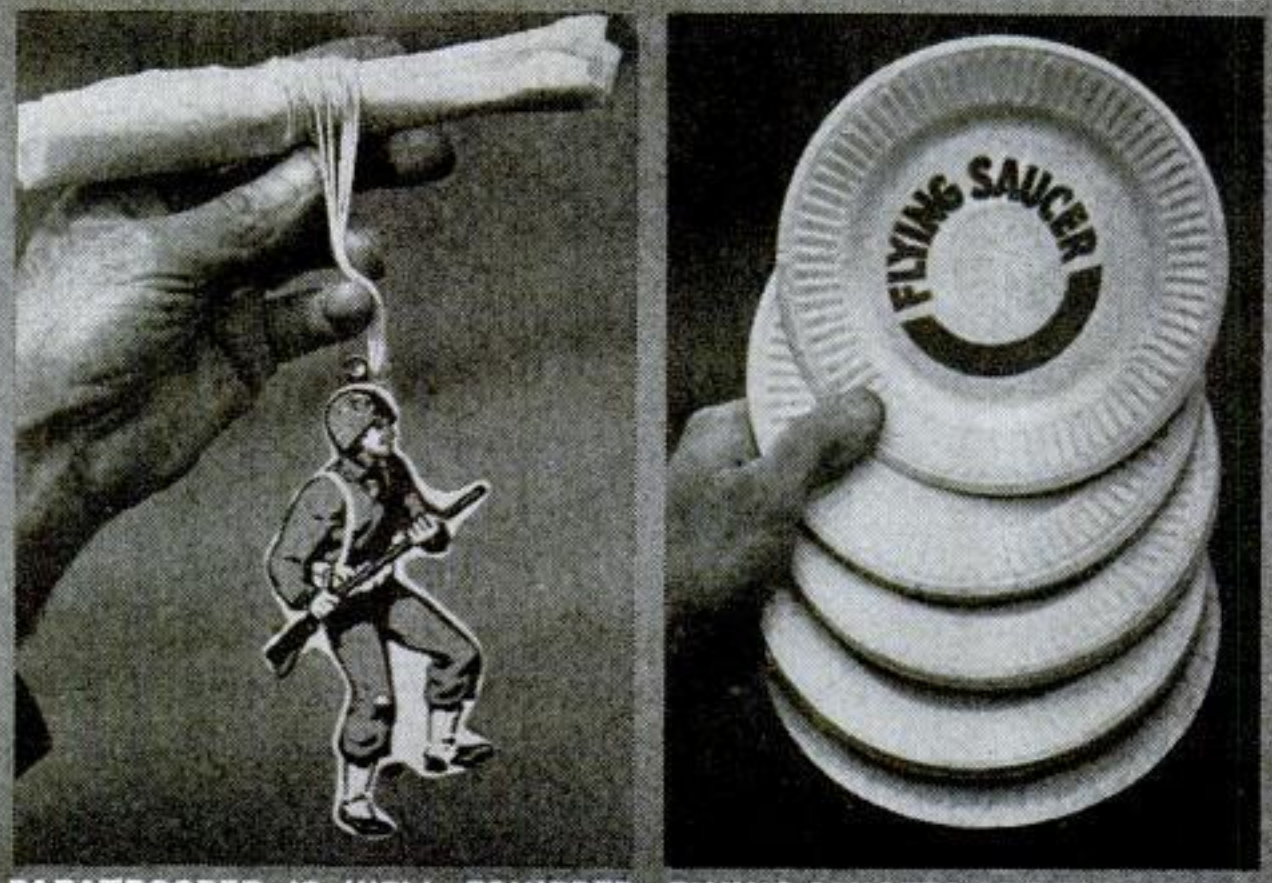
SNOW BAG RELEASES PAPER SNOW FLAG DROPS ON TRICOLOR CHUTE



GREMLIN HAS WHIRLING CLAVICLE PAPER BIRDS BLOW FOR MILES



HELICOPTER SPINS DOWN SLOWLY GLIDER STAYS UP THE LONGEST



PARATROOPER IS WELL EQUIPPED FLYING SAUCERS ARE REAL THING

ITCHY TOES?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your sore or itching toes as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. Promotes healing by helping to protect tender skin against irritation. So soft, it cushions against chafing. Absorbs extra moisture. For medicated skin care, get Ammens Powder today. No luxury tax.

FREE trial size can. Write today to Dept. L-49, Chas. Ammen Co., Hillside, N. J.



AMMENS
Antiseptic Powder

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**

**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK
INSURANCE COMPANY**

HARTFORD 15, CONNECTICUT

A high points of your vacation ...



1. **When you lean back like this**, in air-conditioned comfort, on deep-cushioned Pullman seats, and watch America go by the big window.



2. **When you meet and enjoy interesting people** in the friendly Pullman lounge car, reserved for you and other Pullman passengers.



3. **When you sleep like a baby** on that big, cushiony Pullman mattress, under those crisp, clean, cool Pullman sheets.



4. **When you arrive safely** on dependable railroad schedules, relaxed and ready for the rest of the fun!

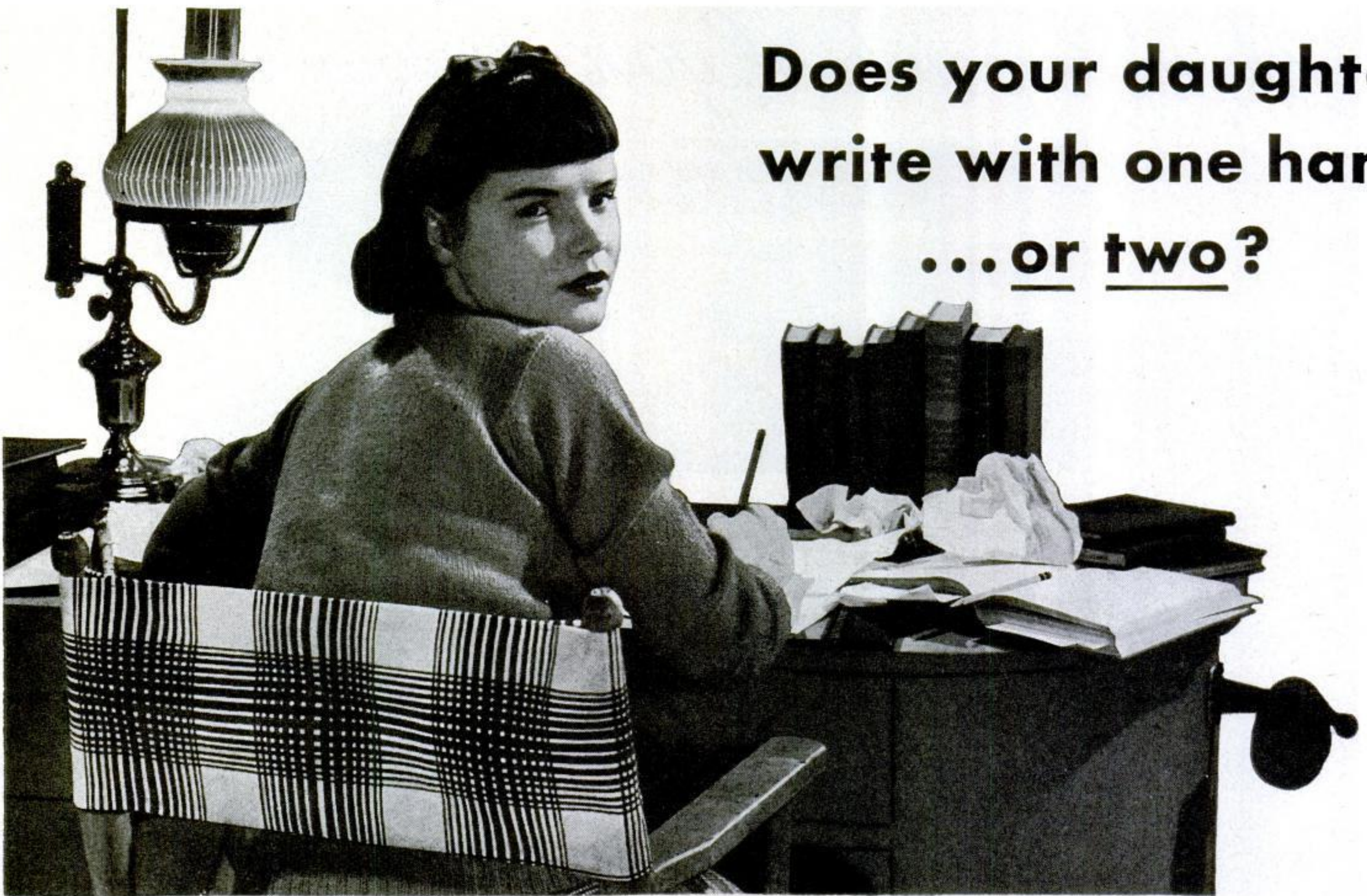
Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!

See the Chicago Railroad Fair in '49
June 25th through October 2nd
Don't miss the Pullman Exhibit!

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**Does your daughter
write with one hand
...or two?**



Is school work a never-ending struggle?

Is it a fight with one hand figuratively tied behind her?

So often the difference between poor marks and good ones is a portable typewriter. So often quick thinking calls for writing with two hands.

A typewriter removes the barrier between thought and expression. For typing is thought-writing—speedy, effortless, fluid.

For her own sake—for better marks and greater self-confidence—provide your child with a portable typewriter. *But provide her with the best!*

She'll want the new Royal Portable

Most teen-agers do. Surveys show that boys and girls of high school age would rather have a Royal than any other portable. Just compare the new Royal Portable with any other—feature for feature—and you'll see why:

Royal has Finger-Flow Keys! Keys shaped to the contour of the finger tips—giving more clearance between rows of keys, making for easier,

faster, more accurate typing!

Royal has an "office typewriter" keyboard! The keyboard's identical in size and slope with that of an office typewriter. Controls are the same, too. Truly, it's the standard typewriter in portable size!

Royal has Speed Spacer! A new space bar built right into the typewriter's frame. Scientifically placed so that the thumb can't miss it!

Royal has streamlined beauty! There's a modern, years-ahead look to the new Royal—a completely new design. Sturdy new beauty that's designed to withstand years of rugged treatment.

You get "Magic" Margin, too! Along with all the great new typing features goes famous "Magic" Margin—the exclusive Royal margin setter that sets margins in a split-second! And there are scores of other time-saving, work-saving features!

What other portable typewriter offers all this? Why not see the new Royal at your dealer's today. Learn how easy it is to own one. Two models: Quiet De Luxe and Arrow.



N E W

Royal Portable

The World's First Truly Modern Portable Typewriter

Made by the world's largest manufacturer of typewriters

"Magic" is a registered trade-mark of the Royal Typewriter Company, Inc.

South Pacific



"I'M GONNA WASH that man right outa my hair," sings Mary Martin as she soaps her short-cropped head.



AS A NAVY NURSE FROM ARKANSAS, MARY MARTIN FINDS LOVE IN THE ARMS OF EZIO PINZA, WHO SINGS THE HIT SONG "SOME ENCHANTED EVENING"

MARTIN AND PINZA MAKE THEATER HISTORY IN MUSICAL PLAY

By the time the critics' rhapsodies were all in last week, *South Pacific* was set as a show to go down in theater history. It will go down as a new successful blending of drama and musical comedy. It will go down, like *Oklahoma!* and *Carousel*, as a landmark in the careers of Composer Richard Rodgers and Writer Oscar Hammerstein II. It will go down, too, as the show that had the biggest advance sale on Broadway

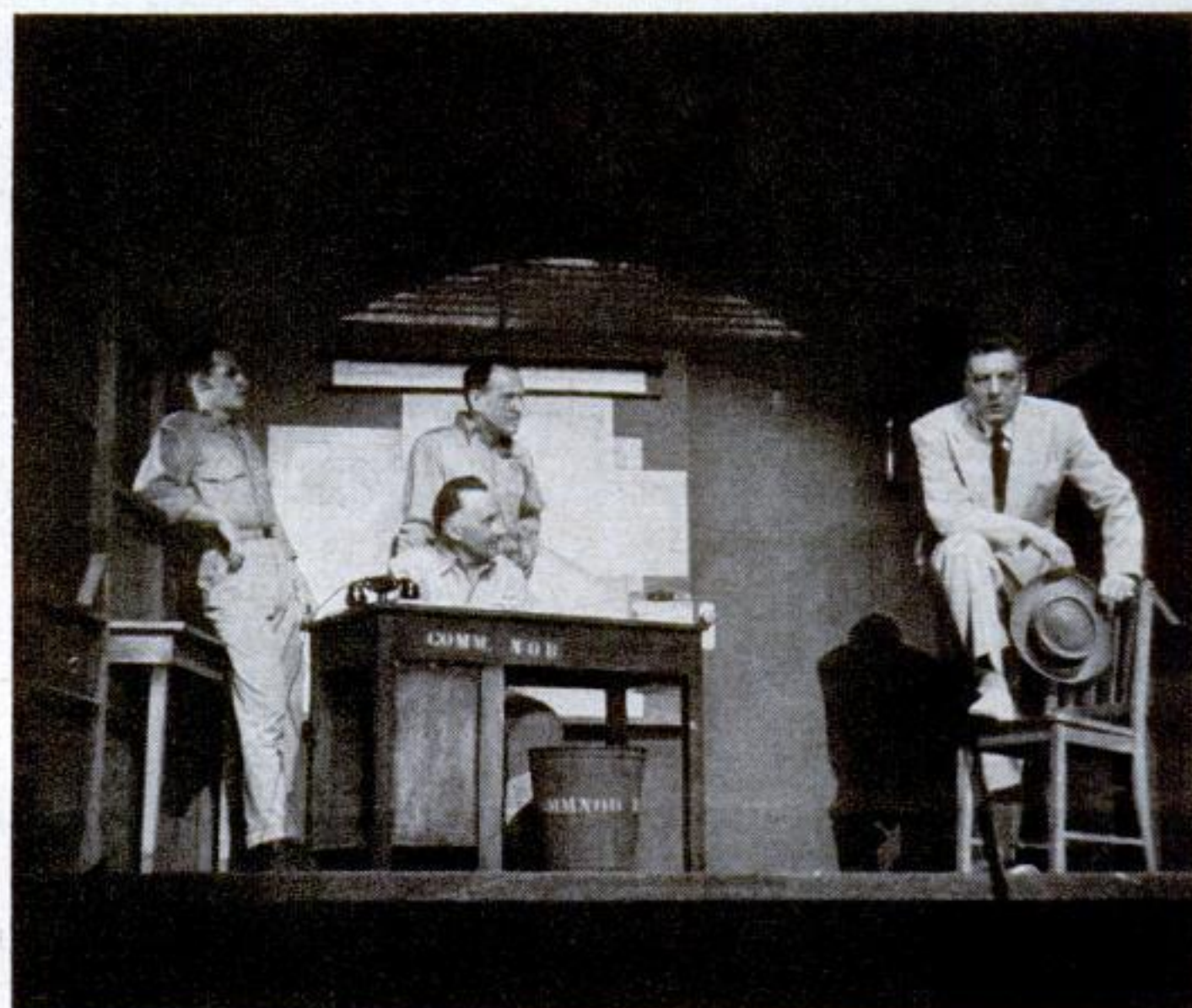
ever—nearly \$500,000. But most of all, it will go down as the show that Mary Martin and Ezio Pinza were in together.

In the show, adapted from James Michener's *Tales of the South Pacific* and superbly directed by co-author Joshua Logan, Mary Martin plays homespun Nellie Forbush, a Navy nurse from Arkansas, who serves on a Pacific isle and falls in love with the least likely suit-

or she can imagine: a middle-aged French planter. The Frenchman is Pinza, the finest opera basso alive, who, transplanted to Broadway, both acts and sings beautifully. Mary Martin, at her peak as singer, dancer and actress, becomes in *South Pacific* one of the stage's really great ladies. She and Pinza create what the theater attempts much more often than it achieves: a rare and touching love story of two gallant people.



A FRENCH PLANTER, Emile de Becque, teaches his children a nursery song on the terrace of his plantation. His two children were born of a Polynesian girl he wed when he came to island as a young man. She has been dead several years.



THE PLANTER REFUSES to undertake a dangerous spy mission urged on him by naval officers because he wants to stay with Nurse Nellie. But he finally decides to go when Nellie, learning he had been married to a Polynesian, tries to avoid him.

THE LOVE OF A MARINE LIEUTENANT FOR AN ISLAND GIRL

The subplot of *South Pacific* is another romance—this one between a Marine lieutenant, Joe Cable, acted by William Tabbert, and Liat, an innocent young Tonkinese girl, played by Betta St. John. They make love in charming

pantomime (*below*), but Cable fears the difference in their races would ruin their chances for a happy marriage. He goes off on the spy mission with the planter and is killed. Below are a few hasty moments of joy snatched by Joe and Liat.



"I'M IN LOVE with a wonderful guy," sings Nellie Forbush about French planter while she cavorts joyously among the other nurses on a Navy-held isle.



NELLIE WAITS the return of Emile after his perilous mission is heroically completed. She has come to love his two children, and is now ready to marry him.



LIAT'S MOTHER, "BLOODY MARY," (JUANITA HALL) URGES THE HAPPY COUPLE TO GET MARRIED



LIAT SHOWS HER JOY WITH PANTOMIME TO SONG "HAPPY TALK" AND (BELOW) LIES IN CABLE'S ARMS



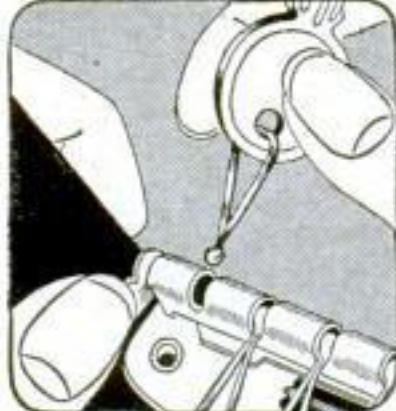


Only a Buxton KEY-TAINER*

has
these
3 features:



1 Locked Loops...
One unbroken loop of spring steel...locked in so keys cannot slip or twist off!



2 Automatic Latch...
Pull it back, turn loop up and lift out. Snap latch back to lock keys in!



3 Swivel Action...
Buxton's exclusive design lets keys turn freely without key case interfering!

BUXTON*

FREE KEY RETURN SERVICE! You register your name and address with Buxton. If key case is lost, card with just your registration number offers a reward for returning Key-Tainer to us. We pay reward, return key case to you! A Variety of Styles and Leathers from 75¢ to \$4 Plus Tax

*Trade Mark of Buxton, Inc. Reg. U. S. Pat. Off.

Inc. ★ Springfield, Mass. and New York City

Remember!

Cheese- ZEST AT ITS BEST

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

EYE-GENE

SAFELY Relieves TIRED, SMARTING EYES In SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep or smoke — will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1 eye-dropper bottles at Druggists. Insist on EYE-GENE!



Dull morning look...



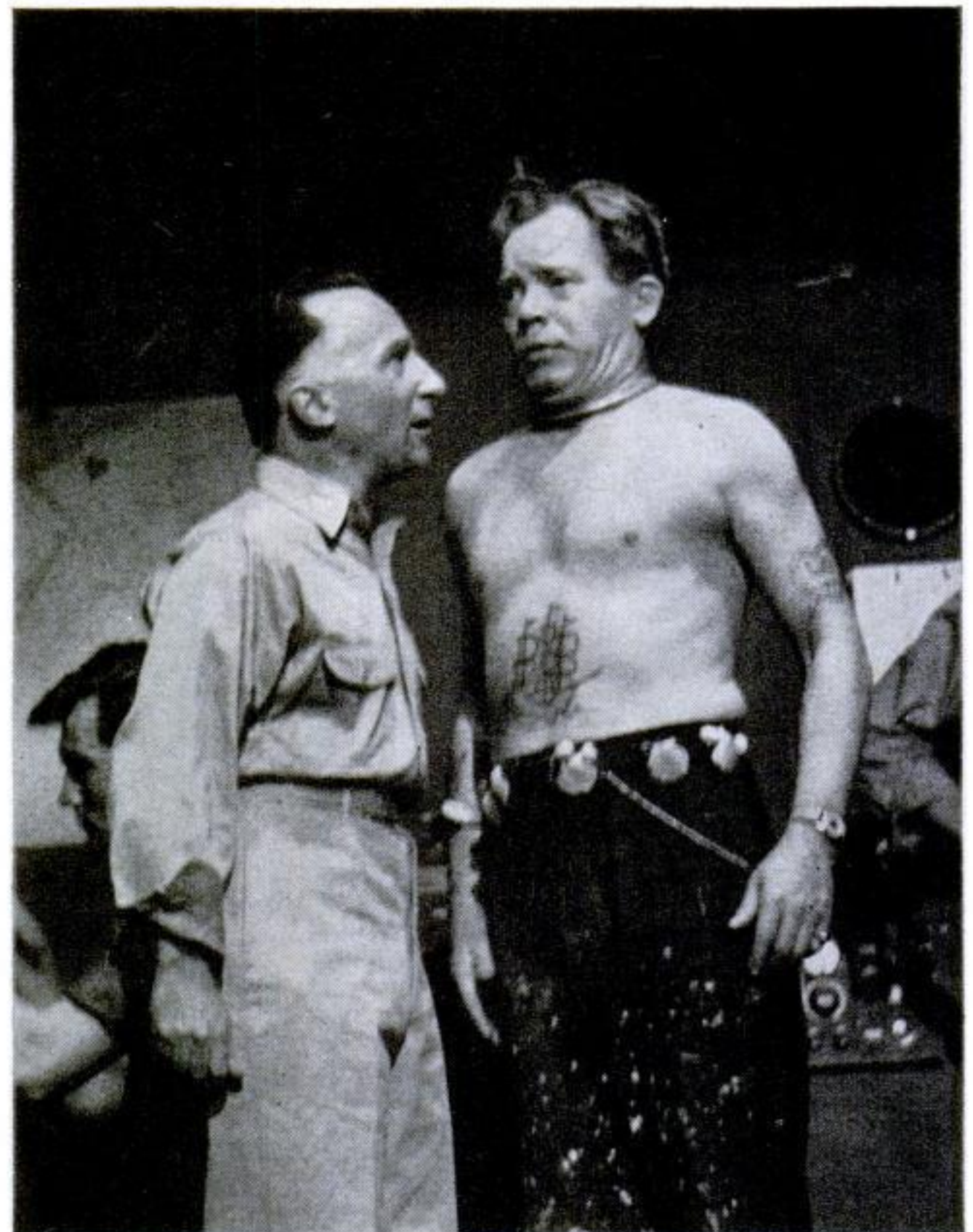
Snap back with dazzle!



"T" tell the truth, boss—I never seen him in action —but boy! Have I seen him eat Wheaties!"

Many Wheaties-eaters get on championship teams. Boston Braves, for instance. Holmes, Masi, Spahn, Elliott, Torgeson have all eaten those 100%

whole wheat flakes over ten years! With milk and fruit, a favorite big league training dish. Second-helping good too. Wheaties, "Breakfast of Champions"!



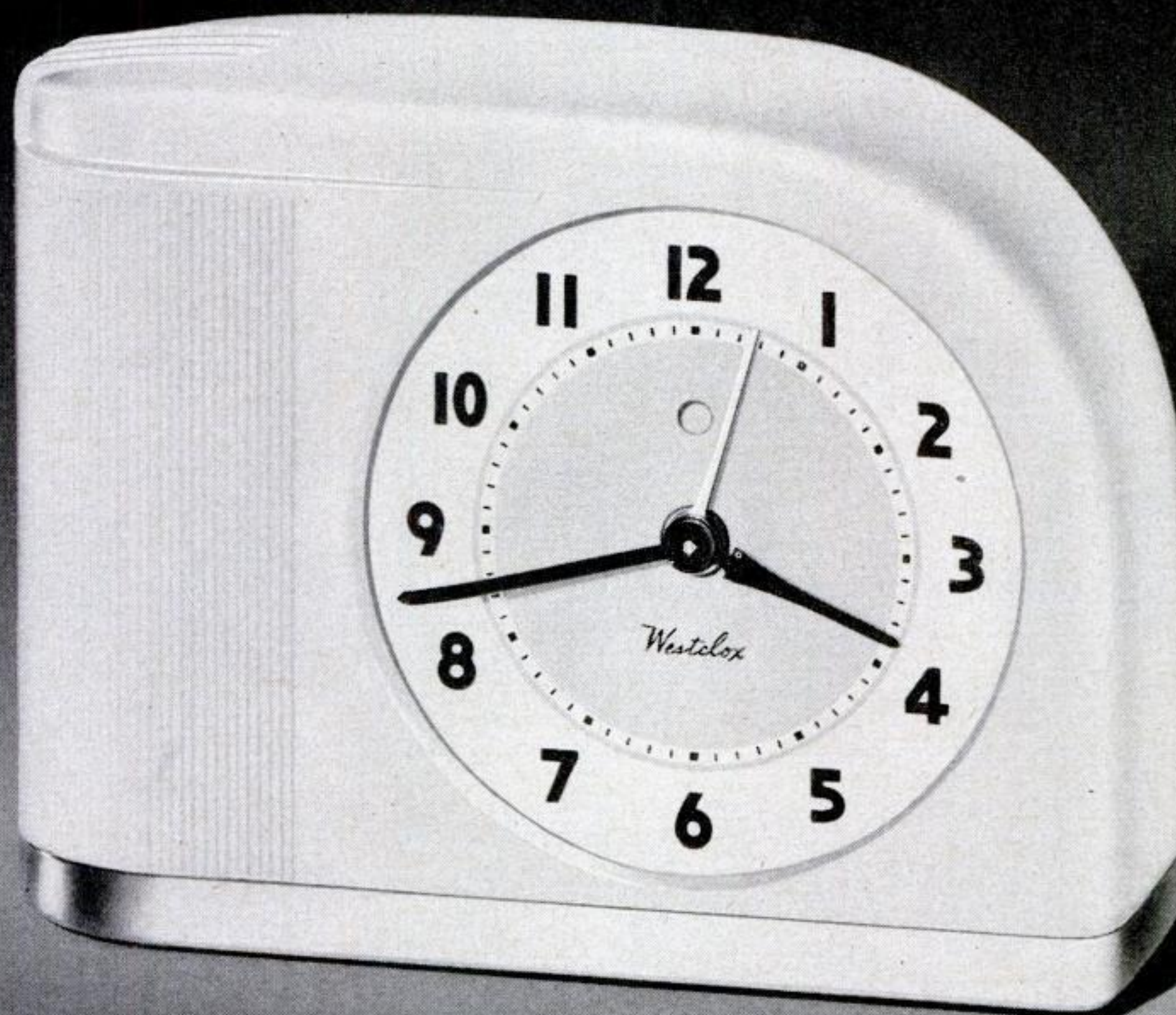
GETTING CURSED by his captain (Martin Wolfson) in one of the play's rowdy moments, a Seabee named Luther Billis (Myron McCormick) explains how he fell into sea and cost the Navy \$650,000 for flock of planes to rescue him.



GETTING KISSED by Nurse Nellie, who is dressed up as a gob for an amateur show, Luther Billis enjoys a happier moment. As an island siren named Honey Bun, he has coconut shells for a bosom and a ship tattooed on his belly.

WESTCLOX ANNOUNCES

a new and completely different kind of Electric "Alarm"



MOONBEAM calls you two ways...



FIRST HE WINKS...

A blinking light that silently calls you in the morning, without rousing the rest of the family.

THEN HE RINGS...

If you ignore the light, and don't shut it off, he gives out with a cheerful sounding alarm that wakes the deepest sleeper.

The Moonbeam is a beauty, too! Gracefully designed in a handsome white plastic case with gold-colored base. . . . Made by the makers of Big Ben, America's most famous clock. The Moonbeam is \$9.95.



WESTCLOX*

Electrics

MADE BY THE MAKERS OF BIG BEN*
Products of GENERAL TIME Instruments Corp.

price quoted does not include tax and is subject to change • WESTCLOX, La Salle-Peru, Illinois; in Canada, Western Clock Co., Limited, Peterborough, Ontario. *Trade Mark Reg. U. S. Pat. Office.



OLDEST WORKING BUCKAROO, or cowhand, in Elko County is Isador ("Lolo") Muños, who came there in 1877 when ranges and cattle were still fought over with knife

and gun. Now well over 80, he is still a top-notch roper and brander at Squaw Valley Ranch. A fancy dresser, Lolo smokes cigars, downs whisky and goes to town regularly.



WHITE-FACED HEREFORD CATTLE, WHICH ARE ELKO COUNTY'S SOURCE OF WEALTH, ARE TRAIL-HERDED ALONG DUSTY ROAD TO THE RAILHEAD

Elko County

The leading cattle county of the West imports orchids and lobsters, sneers at paper money and hopes the price of beef will remain high

by ROGER BUTTERFIELD

A CATTLEMAN'S year begins in the spring when the new calves begin to arrive. This month the ranchers of Elko County, Nev., which is the leading cattle-producing county in the entire West, are anxiously counting the increase in their herds and at the same time trying to compute their losses from the terrible winter of 1948-49. Large parts of Elko County are still buried by snow that fell in January, and it will not be possible to explore them, even by horseback, until June or July. There is also the problem of sheer area—Elko County, with 17,140 square miles, or approximately 11 million acres, is bigger than the combined states of Massachusetts, Rhode Island, Connecticut and Delaware, with the District of Columbia thrown in. It will take a long time to finally investigate the whole area.

The best indications are, however, that the winter losses in Elko County were amazingly light: probably not more than 1½% to 2% of the 155,000 cattle which spent the winter there. Since a "normal" winter loss is around 1%, and since the recent winter was the most severe ever recorded in Elko County, the ranchers feel they came out of it very well. The reason they did is that they have learned from experience. Fifty-nine years ago, after the blizzard winter of 1889-90, it was said that a man could walk 100 miles along Mary's River in northern Elko County without stepping off dead steers. Since then the Elko ranchers have always brought the bulk of their cattle in off the open range for the winter. They keep them in fenced lowland fields and feed them hay which is cut and piled in huge stacks during the summer months. This takes a lot more work than year-round open-range feeding. But this year it preserved Elko's \$28 million cattle herds almost intact.

Thousands of Elko County sheep which were spending the winter on the snow-covered deserts of southern and central Nevada, hundreds of miles from home, were saved by the government "haylift."

In Elko County itself the worst sufferers were the game animals and birds. Wild ducks were so crazed with hunger that they raided the county fish hatchery and ate about 50,000 trout, defying employees who fired at them point-blank with shotguns.

The lowest thermometer reading in Nevada last winter—57° below—was reported from Carlin, in Elko County, on Jan. 24. In the county seat of Elko the official mean temperature for the whole month of January was 4.6° above zero. It was a little warmer in February, but to make up for this there were almost continual snowstorms and galelike winds. The snow came so thick and fast that the government weather observer in Elko ran out of scientific

wordage and simply reported, one day, that snow was falling in "almost unbelievable" quantities.

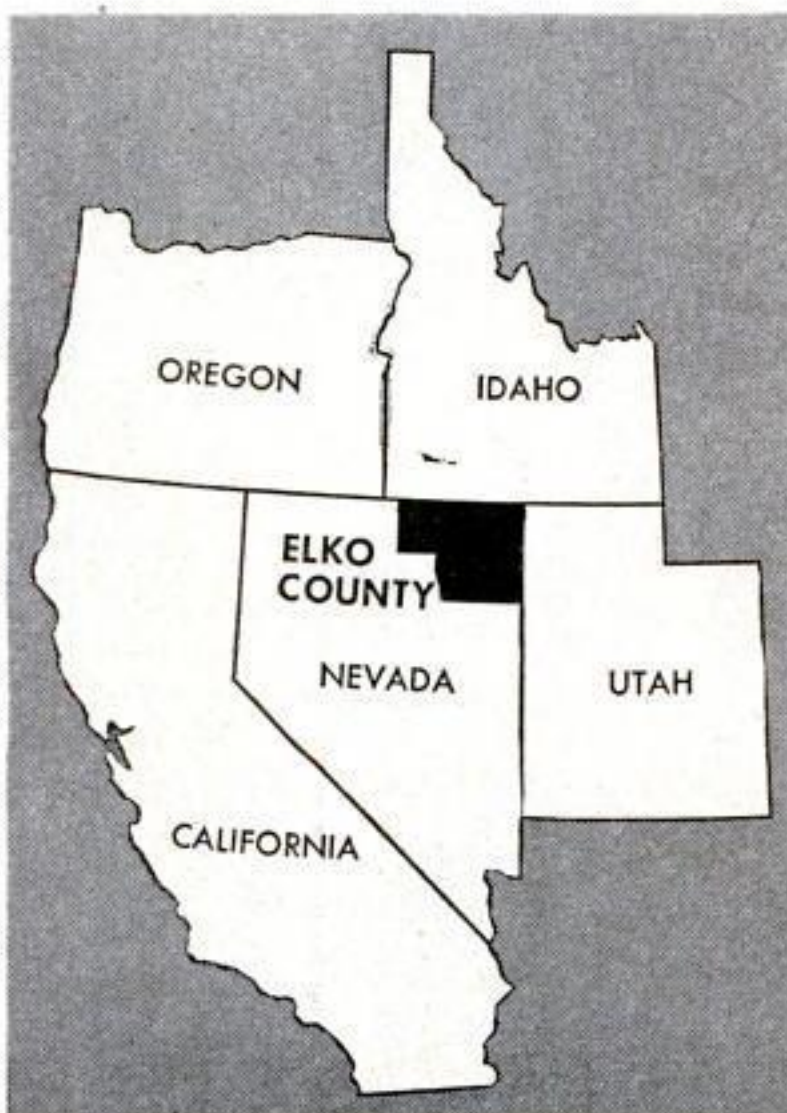
Elko County can be just as hot in summer as it is cold in winter. Motorists who intend to traverse the back roads of the county during the dry season are officially advised to take extra water with them. Last summer an American Legionnaire who had been attending a state convention in Elko ignored this advice and was found dead, some days later, near his stalled automobile. Because it is so sparsely populated (less than one person per 1½ square miles) Elko County is no place for inexperienced—or foolhardy—pedestrians. In the winter hitchhikers are frequently frozen to death along U.S. Route 40, which runs east and west through the county for 136 miles. A few years ago, in midsummer, a railroad worker quit his job in eastern Elko County and set out on foot for a town in Idaho, 50 miles away. Days later a motorist saw him running around on all fours in the sagebrush, uttering weird cries. The motorist drove to the nearest town for aid, but by the time he returned the man in the sagebrush was dead from thirst.

In addition to being big and rugged Elko County is at present one of the happiest and most prosperous localities in the whole U.S. This is due, of course, to the almost fabulous prices which the rest of the country has been paying for its range-raised, white-faced Hereford cattle. During the 1948 season about 40,000 head, or more than 34 million pounds of beef on the hoof, were shipped from Elko County. Prices collected ranged from 19¢ a pound for heifers and 17¢ for cows to 32¢ for top-grade 2-year-old steers, which comprised 30% of all the shipments. The average was around 24¢ a pound; this included the hide, hoofs, horns and everything else attached to the live animal. The total of \$8 million plus was divided among 350 cattle-raising ranches in Elko County, with the larger ranches receiving from \$200,000 to \$350,000 apiece.

According to figures approved by the Elko ranchers themselves, about two thirds of their 1948 income was pure profit. It was far and away the richest year they ever had, and some of them are still pinching themselves to make sure it was not a dream.

"In 1946," one of them told me, "I sold a thousand head of good steers for 16¢ a pound, which was the highest price ever paid up to that time in the county. Last year I sold a thousand head for 32¢, just twice as much. It was almost too good to be true."

Elko County also marketed 150,000 sheep and lambs in 1948, for an estimated \$2,737,500, and more than 1,500,000 pounds of wool for \$630,000. In



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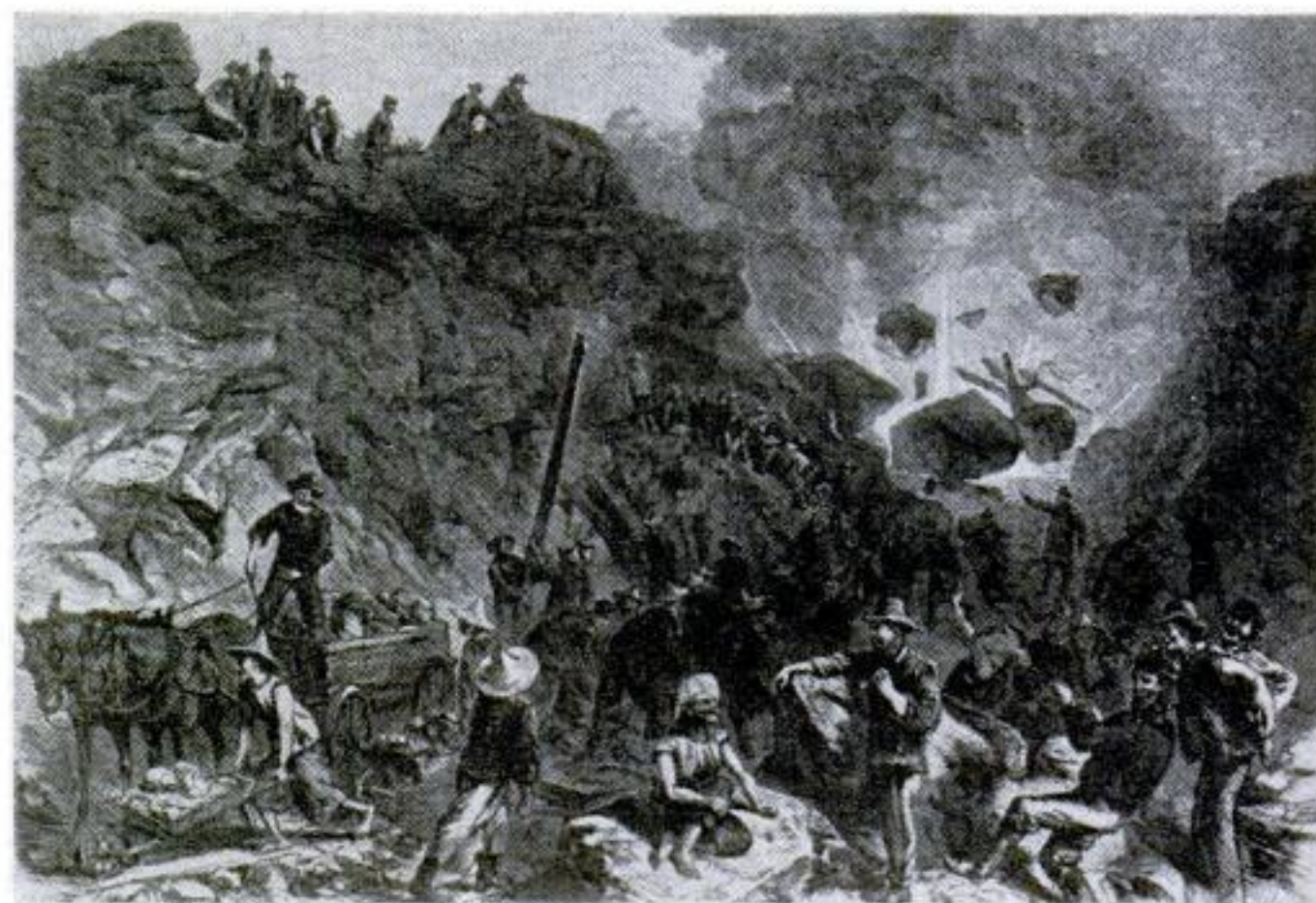
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LAST MILES of the trans-U.S. railroad in Elko County were graded amidst brawls between rival Chinese and Irish gangs. Chinese (right) has pigtail pulled.

ELKO COUNTY CONTINUED

addition its people made money from mining, railroads, retail trade, hotels, saloons and gambling, which are its other principal industries. A few of its citizens, like Bing Crosby who owns a string of ranches in Elko County, made considerable money outside the county. Taking all this into consideration, the average income for each of Elko County's 12,000-odd inhabitants in 1948 was probably higher than the \$1,842 average for the state of Nevada, which in turn was higher than that of any other state in the union.

One of the minor signs of Elko County's prosperity is a shortage of \$100 bills at its two leading banks. Elko's cattlemen, like most Nevadans, prefer to do their spending in bills of large denomination, taking their change in big round silver-dollar "cartwheels." Dollar bills are rarely seen and are quickly hurried off to the bank when they appear; in most parts of Nevada they are referred to contemptuously as "California money," though in Elko County, which extends for 135 miles along the Utah border, they are sometimes called "Salt Lake money."

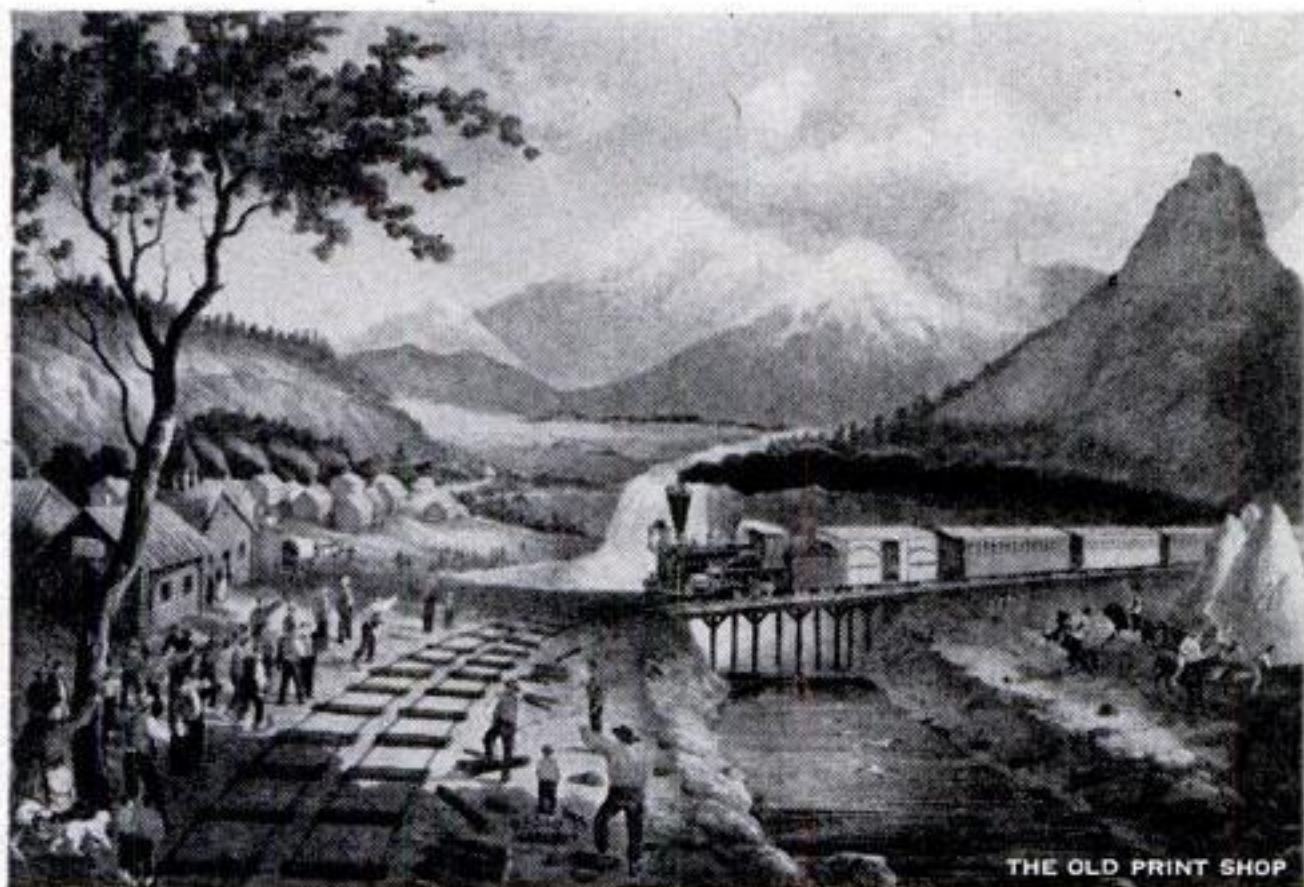
Elko County storekeepers are experiencing an acute shortage of \$50 Stetson hats. They have plenty of broad-brimmed, high-crowned, stockmen's hats selling at from \$16 to \$35 apiece, but the ranchers and their hired hands insist on getting the most expensive they can buy. To meet this situation one Elko dealer has been writing and wiring to other stores all over the West, buying up \$50 hats at retail to satisfy his customers.

Orchid corsages, rushed by airplane from San Francisco, 420 miles away, sold like hot cakes in Elko County during the winter. So did airborne lobsters from Boston (2,300 miles), shrimps from New Orleans (1,600 miles) and abalone from the Pacific coast, with which meat-surfeited Elko residents satisfy their craving for seafood. Some of the other dietary habits in the county are quite remarkable. Elko sheepherders, most of whom are Spanish and French Basques, crumble cheese into their breakfast coffee. And out on the ranches the hard-riding buckaroos (the word cowboy is almost never used in Elko County) pour heavy sweet cream over their pork chops and beans.

Pleasantly sophisticated town

THE business, banking, transportation, amusement, medical and legal center for all of Elko County is the county seat of Elko (pop. about 5,500), which is located on the Humboldt River, about 110 miles west of the Utah border. Elko is probably the most pleasantly sophisticated town of its size in the U.S. It has two small movie theaters, 50 saloons and gambling places and the oldest, most respectably conducted red-light district in Nevada. It also has a handsome new high school, a hospital and medical clinic, an airport, numerous shops for staples and various types of luxuries and three sizable hotels which offer all the comforts of the metropolitan east along with a large dash of Western informality.

Important business in Elko is transacted in the barrooms and lobbies of its leading hotels. The ranchers and visiting cattle buyers prefer the old established Commercial Hotel in the center of town; here they gather through the autumn months, wearing dusty boots and Stetsons, to decide on prices and delivery dates. When a seller and buyer are ready to agree, they retire to a little landing half-way up the staircase. There they have more privacy but can still



THE OLD PRINT SHOP

HUMBOLDT RIVER flows through Elko County, later disappears in alkaline sink. Waterfall in this old print is as illusory as belief that river led to sea.

see everyone who is passing through the lobby. Contracts, secretaries, lawyers, notaries public and all such businesslike paraphernalia are almost never called into use; in Elko County a man's word is still regarded as somewhat better than his bond. A hastily typed memo on a hotel letterhead, or even a scribbled note on a paper napkin, is sometimes the only record made in a deal involving hundreds of thousands of dollars. More often there is no written record at all.

This atmosphere of mutual trust is so prevalent that buyers often let the ranchers do all the weighing of their own cattle before shipment. Some buyers even leave a book of blank drafts with ranchers they have known for years. When I was in Elko recently, one man told me that he had weighed and shipped a big load of cattle to a dealer in California and then simply wrote himself a draft for \$250,000 on the other man's bank to complete the deal.

Other cattlemen's hangouts are the swank new Ranchinn on Idaho Street and the big, recently remodeled Stockmen's Hotel, which fronts on the Southern Pacific tracks. The Ranchinn is a kind of supermotel with a luxurious second-floor clubroom for visiting cattle magnates, an elegant little bar and cabaret, excellent French and Chinese chefs and the highest gambling limits in town. There are a number of other small hotels in Elko, mostly run by Basque couples for the shearers and their employers. They serve huge meals of chicken and rice, stuffed inkfish and other Spanish delicacies at long family-style tables, with lots of red wine and garlic, followed by endless rounds of hot, potent *café royales*.

Elko's No. 1 impresario

BOTH the Commercial Hotel and the Ranchinn are owned and run by Newton H. Crumley, who also has a large cattle ranch and gives away live Elko steers as prizes on such radio programs as *Take A Number* and *Sing It Again*. Crumley is Elko's No. 1 businessman and impresario. A husky, blond, native Nevadan, former college boxer, colonel in the Air Force, crack rifleshooter and big-game hunter, he looks exactly like a magazine-cover version of a rich and successful Westerner. His hotels, though small by big-city standards, offer high-grade live entertainment—Paul Whiteman, Sophie Tucker, Ted Lewis, Spike Jones, etc. Many of these show people stay on in Elko for a week or two after their engagement, just to have fun.

Largely through Crumley's activities Elko has established strong links with Hollywood and Broadway and is well known to groups of leisurely rich folks all over the country. These people like to visit Elko because it has no crowds and plenty of opportunity for quiet (or noisy) hell-raising. Bing Crosby, of course, has given the county valuable publicity just by living there. Last year Bing was elected honorary mayor of the town of Elko; he promptly donned a street sweeper's uniform and had his picture taken cleaning the gutter in front of the Ranchinn.

Primarily, though, Elko is still a cattlemen's and sheepmen's town, with little trace of boosterism or social snobbery. It is almost impossible, for instance, to tell a millionaire Elko rancher from one of his own buckaroos: they wear the same kind of clothes, lean side by side against the same bars, drink the same drinks and spit into the same spittoons. This situation sometimes leads to trouble for unwary bartenders. Not long ago a disheveled old Basque shepherd was heaved out of a saloon on Commercial

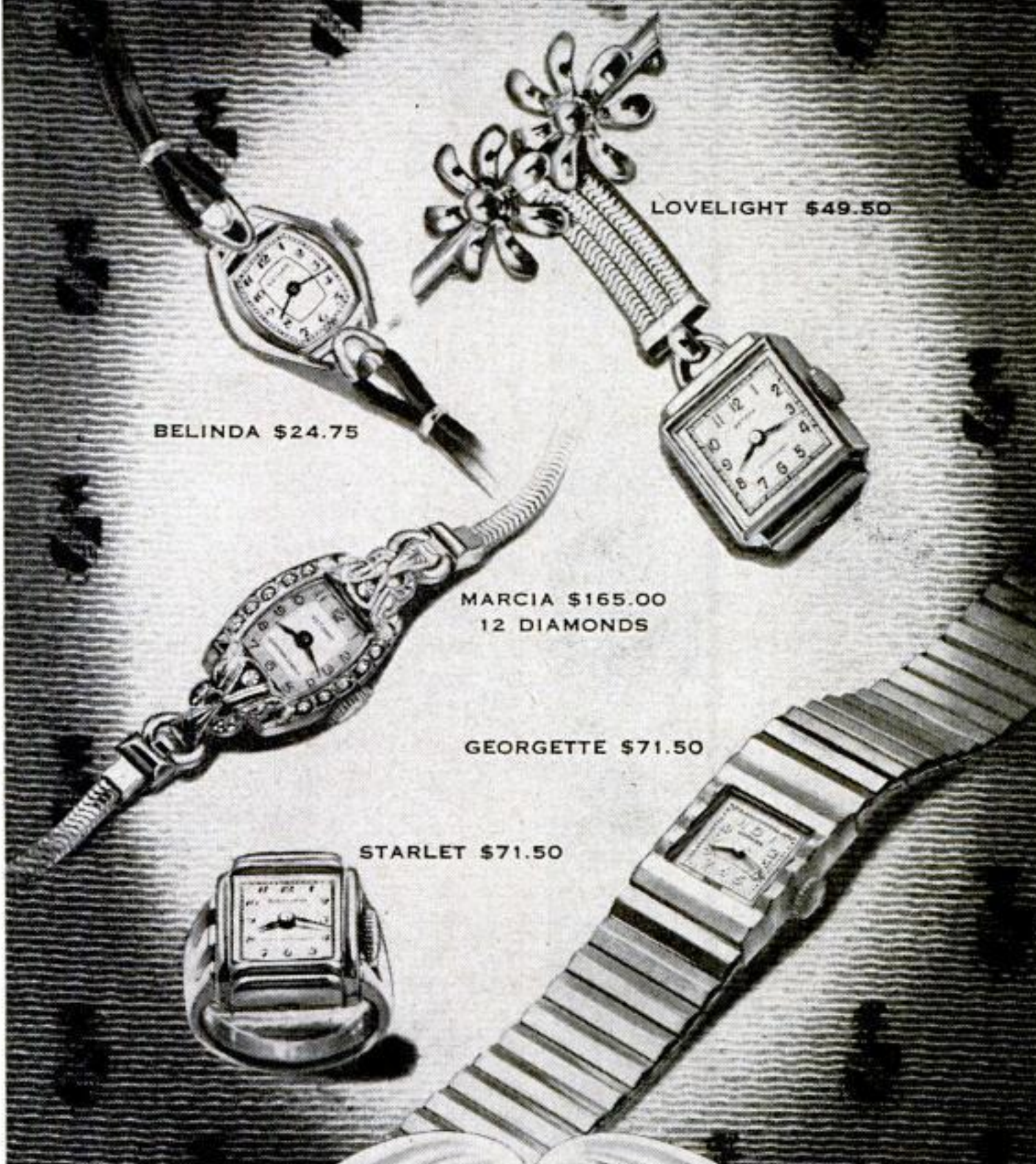
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ELKO COUNTY CONTINUED

Street; he returned the next morning with his lawyer and \$25,000 cash, bought the place and fired the bartender who had "insulted" him. It happened that he was one of the wealthiest sheepmen in the county.

There is no country club in the county and the local residents do not miss it. During the summer months the townspeople gather at the municipal swimming pool, the shooting range and the softball diamond. The big social event of the winter is the Elks Charity Ball, at which everything from levis to mink is worn.

The principal sport of the ranchers and their wives is hunting. More than 25,000 mule deer, the biggest and fattest in the country, inhabit the mountainous regions of Elko County, which are still almost as rich in all kinds of game as they were in Indian days. Huge flights of wild ducks and geese stop off there every autumn, and grouse and pheasant abound. The fishing, both trout and black bass, is superb.

Elko residents spend a great deal of their time just traveling from place to place inside the county. A rancher and his family will drive 100 miles in an evening to have a drink with friends or see a movie whose title they do not know in advance. The superintendent of Elko's county schools has to drive 14,000 miles a year in order to visit the 61 schools in her charge. A local real-estate salesman drives 35,000 miles a year, and a rural mail carrier covers 61,600 miles a year. There is one multiple-party telephone line in Elko County which extends for 115 miles, with 27 party phones attached.

In recent years a number of the ranchers have acquired airplanes; now they fly into Elko to do their banking, or to Salt Lake City to shop or even to New York for a weekend of theater-going. There is also a flying ambulance in the county (operated by the local undertaker), which specializes in transporting injured buckaroos from the more distant ranches to the county hospital.

The Jarbidge stage robbery

ELKO COUNTY was the scene of one of the last stage robberies in the West—perhaps the last in which a man was killed—on the night of Dec. 5, 1916. A man who had been hiding in a clump of sagebrush jumped on the mail coach as it was entering the remote mountain mining town of Jarbidge, shot the driver through the back of the head, seized the reins and guided the horses past several houses with the bleeding corpse of the murdered driver leaning against him. When he reached a secluded spot the robber stopped the stage, slit open the mail sacks and took refuge in a nearby cabin. His footprints were traced in the snow and he was arrested and convicted with ease. But he did not die for his cold-blooded crime—he was given a long sentence in the Nevada State Penitentiary, and he was released in 1945.

One of the peculiarities of Elko County (and indeed of the whole Western ranch country) is a marked aversion to capital punishment by due process of law. "You can kill a man here and maybe get a couple of years for it," a present-day Elko editor told me, "but for God's sake, don't kill a sage hen—then you'd really be in trouble!" (The sage hen is a nearly extinct Nevada game bird which is rigorously protected by the state.)

This is an exaggeration, perhaps. But it is true that in Elko County murder is not nearly so serious a crime as, say, the deliberate breaking of one's word or disloyalty to one's friends. The reason for this, of course, is that murder was an almost essential part of the settlement and exploration of the region. First the Indians had to be killed off. Then there were endless gunfights over range and water rights and a savage local outbreak of the war between cattlemen and sheepherders. In the 1870s and '80s, when the railroads were squeezing the ranchers almost to extinction with exorbitant freight rates, train robbery became a respectable pastime of ranchers in Elko and nearby counties. When freight rates went down the hold-ups ceased.

"Few of Nevada's outlaws were professionals; the majority of them were good citizens," according to Lester W. Mills, the historian of the region. "They were good neighbors and fine friends and associated with the leading men of their community. . . ." Even cattle rustling was—and is—regarded with a certain amount of tolerance in Elko County. Local officials put down the rustlers with a heavy hand, of course, but it is a practical matter with them, not a moral one. Too many oldtime Elko ranching families got their start with "borrowed" cattle or sheep to make rustling seem like the most heinous of crimes.

The history of Elko County is a kind of capsule history of the West, with enough gaudy details for half a dozen Hollywood super-features. The first white men to enter the region were British and American fur trappers; they took many beaver in the small streams



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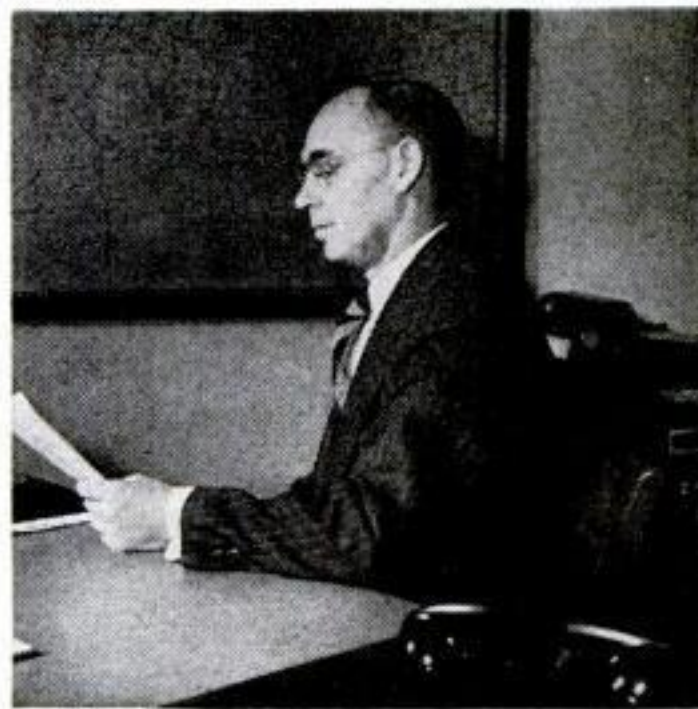
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H. E. Richards, of the Service Dept. of Hartford Gas, with wife and daughters.



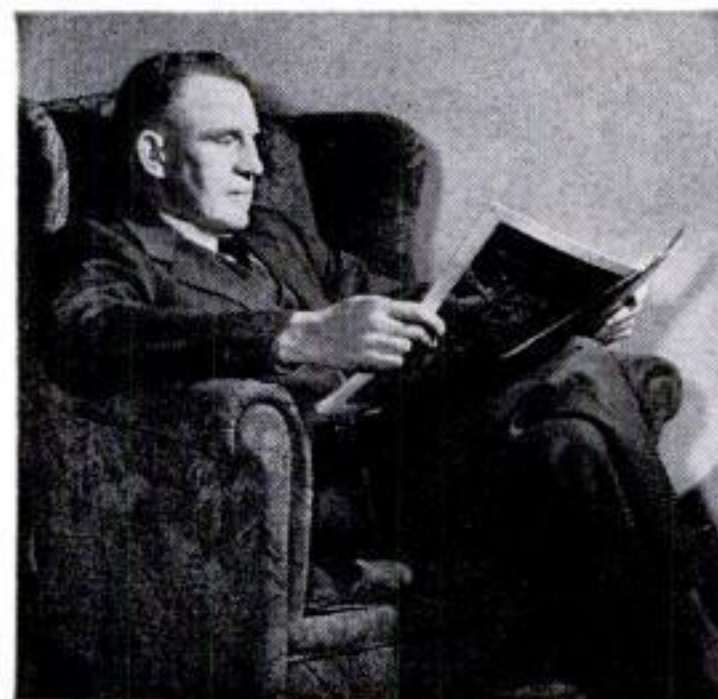
William J. Galligan, Sales Engineer for Jack, the Tire Expert, local tire dealer.



William J. Lowry, Chief, Registration and Research, Veterans Administration.



Anna Bachner, proprietress of Sam's Workingmen's Store, 309 Asylum Street.



William S. Eaton, 284 N. Oxford Street, underwriter with an insurance company.



Herbert M. Dawley, 284 S. Quaker Lane, retired, with his wife and daughter.



Elizabeth E. McCarthy, 11 Nepaug Street, housewife, stockholder for many years.



Arthur Lamoureux, inspector for a local sewing machine company, with his wife.



Chas. E. Atwood, 7 Nepaug St., district representative for a midwestern company.



Harry A. Eno, 75 State St., production engineer for Pratt & Whitney Aircraft.



T. W. Brazel, owner of the Colonial Hardware Co., with his wife and son, Garry.



Paul Dance, 51 Lindbergh Dr., salesman for a well-known Hartford auto dealer.

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COUNTY SEAT of Elko is rich, sophisticated little town, built beside railroad (center) in 1869. Beyond Humboldt River (background) are Ruby Mts.

ELKO COUNTY CONTINUED

flowing into the Humboldt River, but they found the local Indians and the tremendous winter snows a bit too rugged for safety. Later adventurers followed the slowly twisting Humboldt for 150 miles through Elko County, hoping it would lead them directly to the Pacific coast. They were disappointed because (like most of Nevada's larger rivers) it dwindles down into a flat alkaline sink and disappears in the sand.

In 1841 some persistent Missourians led by John Bidwell and John Bartleson got past the Humboldt Sink and the Sierra Nevada Mountains to the San Joaquin Valley, eating coyotes' lungs and pine nuts when their provisions ran out. That opened up the famous central route to California.

During the next three decades hordes of westbound emigrants drove their canvas-covered wagons through the valley of the Humboldt. Hundreds of them stayed in Elko County but not voluntarily—they were the ones who died of sunstroke, or choked to death in the terrible alkali dust or were shot and scalped by the Indians. In 1851 an armed party of emigrants followed this rutted and well-worn trail—near the present town of Elko they saw "mile after mile" of burned wagons and skeletons of men, women and children "with their long and beautiful hair hanging in the brush" and remains of little children "with two or three inches of flaky hair, either lying by or near them, the wolves having eaten the flesh off their bones." The group was so "riled up" by these grim relics that they pitched into the next band of Indians they found and killed 32 of them. Beginning in 1860 the fabled riders of the pony express sped back and forth across Elko County, carrying the mails for California and the new silver mines at Virginia City. They were soon re-

CONTINUED ON PAGE 107



LAND OF ELKO COUNTY is mostly empty, dusty, dotted with sagebrush. South of Elko it stretches across Lamoille Valley (center) to the distant hills.



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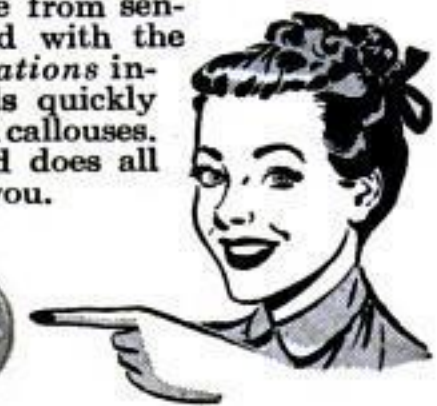


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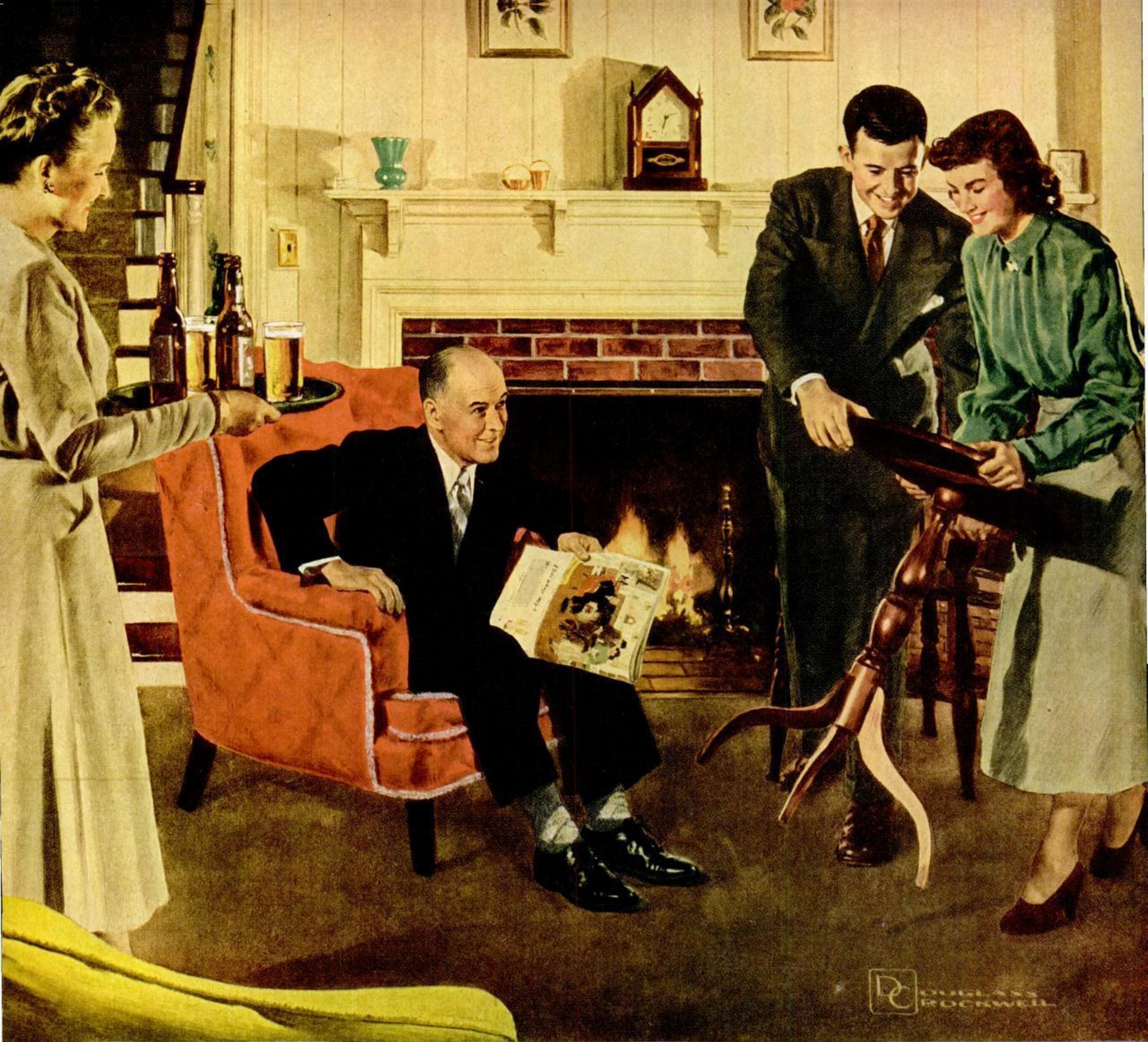
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AMERICA'S BEVERAGE OF MODERATION



ELKO COUNTY CONTINUED

placed by Ben Holladay's Overland Stage, which carried both mail and passengers, and then by Wells, Fargo & Co., the great stage combine of the West. Organized outfits for hauling freight and driving herds of beef cattle to the mines also made their appearance. Because of the high cost of feed for oxen and horses the stage companies started grain farms in the fertile valleys beside the Ruby Mountains. During the Civil War an Army post was established nearby, and the soldiers also raised their own grain. That was the beginning of permanent settlement in the county.

Meanwhile civilization was drawing near in the form of a wood-burning locomotive. The Central Pacific Railroad started building slowly eastward from Sacramento in 1863, crossed the Sierras in the spring of 1868 and raced madly across Nevada in an effort to beat the westbound Union Pacific construction crews to Ogden, Utah. (The government granted each railroad from \$16,000 to \$48,000 for every mile of track laid, so they both wanted to lay all they could.) The grade-building gangs of the two lines met in Elko County in early 1869. The Union Pacific's men were mostly Irish-born, and the Central Pacific gangs were Chinese; when they first bumped into each other they fought with pick handles and dynamite, but they soon found they were evenly matched and settled down to building their grades side by side. (These parallel lines still run through Elko County.) The track-laying crews were far behind the grade builders;

in a frantic effort to catch up the C.P.'s chief engineer, Charles Crocker, drove his pigtailed laborers to an all-time record of 10 miles of track laid in one day. Meanwhile the political members of the C.P.'s "Big Four" had been busy in Washington, where they secured a government ruling that the two lines should join near Promontory Point, Utah; this gave the Central Pacific a good many extra miles at \$16,000 a mile.

On May 10, 1869 the great event took place; Governor Leland Stanford swung a silver-headed sledge at a gold spike and missed, but the transcontinental railroad was finished anyway. One of its station stops was Elko, which was created out of a barren, completely uninhabited section of land belonging to the railroad. According to an early newspaper account, Elko got its name from an old Indian who met some white surveyors working on the site. When they told him that a city with many houses was soon to rise there, the Indian quietly drew himself up and grunted, "Elko," which (in words of the editor) "signified great disgust, but is of such a forcible and expressive character that it will hardly be admissible to give the literal translation."

What silver did for Elko

IN January 1869 Elko consisted of two tents; by June of that year it was a busy, brawling, restless town of 2,000 population. Silver had been discovered in the mountains to the south, and Elko was the nearest convenient point on the railroad. Almost at once it became a booming supply and transportation center. When snow closed the roads to the mines, hundreds of miners, three-card monte dealers and women camp followers were cooped up in Elko's board shanties until spring.

It was "rather a bad town," according to an early visitor. Shootings and killings took place daily. There was a big camp nearby for the men who cut wood for the railroad locomotives; every night they swarmed into town to drink and gamble. One night the town watchman got into an argument with a woodchopper and hit him on the head with his gun. The following Saturday 200 woodchoppers came in to get revenge. The watchman prudently stayed out of sight until most of them were drunk. Around midnight a shot rang out near the center of town, followed by a dozen more. The watchman came out of a saloon with a pistol in each hand, took a position behind some merchandise piled on the street and emptied his guns into the thickest part of the crowd. Three woodchoppers were killed and several more wounded. The rest of them ran as fast as they could for their camp, two miles away.

That took care of the woodchoppers, but there were still too many murders, according to the editor of the *Elko Independent*. One day an officer was called to investigate a shotgun killing in Adobe Row,



"OLD BROADHORNS" was the fond nickname for the second governor of Nevada, Lewis Rice Bradley. He died in 1879.

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A NEW VALUE



A completely new, exclusive water repellent gabardine by Alligator—40% wool, 60% rayon—skillfully blended to give you a finer all-weather fabric at a lower price. Surain lives up to true Alligator quality standards—with good looks, handsome drape, magnificent "feel" and "body" unlike any other fabric of its type. See Surain—compare—you'll agree it's one of today's greatest rainwear values!

\$28⁷⁵



Smart new Surain trench model \$35.75

There's an Alligator for you—wide variety of water repellent and waterproof fabrics, styles, colors moderately priced from \$10.75 to \$53.50. The Alligator Company, St. Louis, New York, Los Angeles.

BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear

because ... IT'S SURE TO RAIN!

CONTINUED ON NEXT PAGE

LOOKING
for SOMETHING
?



MUSICAL
INSTRUMENTS



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ELKO COUNTY CONTINUED

a notorious collection of saloons and brothels which occupied an entire block of buildings. He found the murdered man lying on the floor while his roommate was calmly stepping over and around the body and cooking breakfast. The editor was properly indignant over this. "The frequency of sudden and violent deaths in our midst," he wrote, "seems to have produced an apathy on the part of this community regarding the unlawful taking of a human being's life amounting almost to inhumanity."

One of the town's more vicious pastimes was hanging Indian squaws to a flagpole in front of the first hotel. Another was called "the stiff": A visiting tramp or a miner down on his luck would be informed confidentially that a large amount of jewelry had recently been buried with a corpse in the local cemetery and given a spade to dig for it. After he had dug for some time a dozen men would jump out from the bushes, firing guns and howling curses; if the victim did not fall in and break his leg, he ran a good chance of being nicked with a bullet while trying to escape.

Outlaws from all over were attracted to Elko. One of the most entertaining was the celebrated Susie Raper, a pistol-packing mama who was known to the press as "the Mazeppa of the Humboldt." According to the editor of the *Independent*, who seems to have been quite carried away by her charms, Susie could "shoot a pistol like a sportsman, ride a mustang with all the grace and dash of a *vaquero*, drive a bull team equal to any Missourian, and in the parlor or ball-room 'get away' with most women for style." Susie was a native of New South Wales, Australia; she was 29 when she came to Elko County and had three sons aged 5, 7 and 9. Her husband had deserted her, and she became the leader of a band of cattle thieves. She was also charged with stealing jewelry and was suspected of working the badger game on various "spooney chaps all over the country." She was acquitted twice by juries of Elko County males. "Verily," mused the *Independent's* editor, "it is hard to convict a woman."

Susie later ran a stagecoach line in Colorado and a saloon at Socorro, N. Mex., where she persuaded a man named George Black to deed over to her his ranch and other property and then shot him dead with her trusty revolver.

Hiram Chase's "apparition"

LATE in 1872 there occurred an incident which for a time put a damper on Elko's wilder spirits. A man named Hiram Chase, who was one of the town's heaviest drinkers, was sitting in his cabin one night when an "apparition" came to him and ordered him to burn off his hands. Chase obediently put his hands in a hot wood fire; when they failed to burn off at once he took them out, poured melted grease on them and put them back in the fire. Finally the "apparition" disappeared; Chase then staggered to the home of a neighbor and begged to be shot, to end his agony. The neighbor took him to a hospital instead, and he recovered. Completely cured of drinking, he opened a sidewalk peanut stand and in the course of years became one of Elko's leading merchants, being known especially for the skillful way he handled a fast horse with his mutilated stumps.

Some of the ranches established in Elko County in the old days were enormous. Up in the northeast end of the county were the holdings of John Sparks and Frank Tinnan, both former Texans, who drove their herds of wild Texas longhorns to Nevada shortly after the Civil War. Sparks and Tinnan steers probably ranged over three million acres in all. In the winter of 1885 the firm branded 38,000 calves, indicating a total holding of 150,000 cattle.

John Sparks was the dominant member of the firm: a 6-foot 4-inch giant, who rode the range with his buckaroos and waged unrelenting war on encroaching sheepherders. Sparks actually owned but a fraction of the land his cattle ran on, and the sheepmen had as much legal right there as he had, but that made no difference. Sparks's gunmen, led by a tough veteran of the mining camps known as "Diamond-field Jack" Davis, shot up the sheep camps, slaughtered the sheep and poured salt in their favorite water holes. Dead sheepherders were buried in any handy ravine—their skeletons still turn up now and then.

All this was fine as long as it was confined to Elko County, but when Diamond-field Jack rode over into Idaho and killed a sheepherder he was arrested, convicted and sentenced to hang. Sparks stuck by him and hired good lawyers. Three times, according to the story told in Elko, a gallows was built for Diamond-field Jack. Twice he was reprieved and the third time Sparks, who had been elected governor of Nevada in the meantime, secured a quiet pardon from the governor of Idaho.

Another Elko cattle baron who served several terms as governor was Lewis R. Bradley, known to all Nevada as "Old Broadhorns."

PEOPLE WHO MUST HEAR INSIST ON "EVEREADY" BATTERIES!



"I Wouldn't Hold My Job Long," says Nurse Rinaldo, "if I didn't hear doctor and patient perfectly. With 'Eveready' batteries in my hearing aid, I get full volume hearing longer."

For Single-Unit Hearing Aids—The new "Eveready" "A" battery No. 1005E lasts three times as long as its predecessor—because it "breathes" oxygen from the air! It's the most sensational hearing-aid battery development in years!



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BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
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3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



CONTINUED ON PAGE 110

NEW! Completely improved WINDOW SHADES... so perfect in operation that

Clopay
Guarantees them!

You must say:

this window shade
is completely satisfactory
in service, looks and wear

**or Clopay will give you
YOUR MONEY BACK!**

as low as
45¢ each
on roller
(Lintone Style)

**The first... the only... the
most amazing offer of its kind**

Only Clopay can afford to guarantee every part of budget-priced window shades — for service, looks and wear... and back up this guarantee with a money back offer... because only Clopay Window Shades have all these exclusive features:

Ball-bearing smooth roller operation

A revolutionary roller improvement! The exclusive Clopay "motor" is controlled by smooth ball-bearings that click effortlessly into place as you roll the window shade. Entire "works" is sealed... forever dust, rust and dirt-free.

Tough, plasti-fibre roller

strong, smooth-surfaced. Will not crack, split, warp or splinter like old-fashioned rollers. A Clopay "exclusive" — product of years of technical research. Tempered metal spring inside roller insures instant, perfect operation.

Shades hang ruler-straight

because all shades are attached to the roller by a patented gummed tape (no gaps as between old-fashioned metal staples that can rust or pull out). A perfectly straight shade-edge... every time... at every level.

Resist fraying, cracking or ravelling

whether you buy the special, oil-finished "Washable" Clopay Shades, the sturdy, embossed "Lintone" Shades, or "Decorated" Clopay Shades.

Smooth as ball-bearing roller skates!
Easy to attach to a roller as sealing a letter!

Easy to cut to measure as winding a clock!

Shade material takes as much punishment as a doormat!

Hangs straight as a guest towel!
Tidy as your company closet!

With a guarantee like
this I can afford to treat
myself to new shades
for every window

Why long for the crisp, fresh look of new window shades when you can have smooth-gliding, soldier-straight CLOPAY Shades at such an amazingly low price. And you must say: "This window shade is completely satisfactory in service, looks and wear" or Clopay will give you your money back.

If you have put off buying window shades because they were so expensive... or if you have hesitated buying budget-priced window shades because you simply couldn't believe your eyes... you owe it to your home to get down to your favorite 5 & 10, variety or department store and choose a Washable, Lintone or Decorated Clopay Window Shade.

HOUSEWIVES — STOREKEEPERS — REALTY OPERATORS
Revolutionary new "pint-sized" CLOPAY SHADE CUTTER

\$2.98

only The size and weight of a flashlight... supersafe, simple operation. Designed to cut all Clopay Window Shades—just insert the shade (roller and all) set dial and wind like a clock. Can be used to cut any type of off roller window shades. Send only \$2.98 to Clopay Corp., Clopay Square, Cincinnati 14, Ohio. No C.O.D.'s.

FREE!

An exclusive Clopay extra, to help you get accurate window shade measurements.

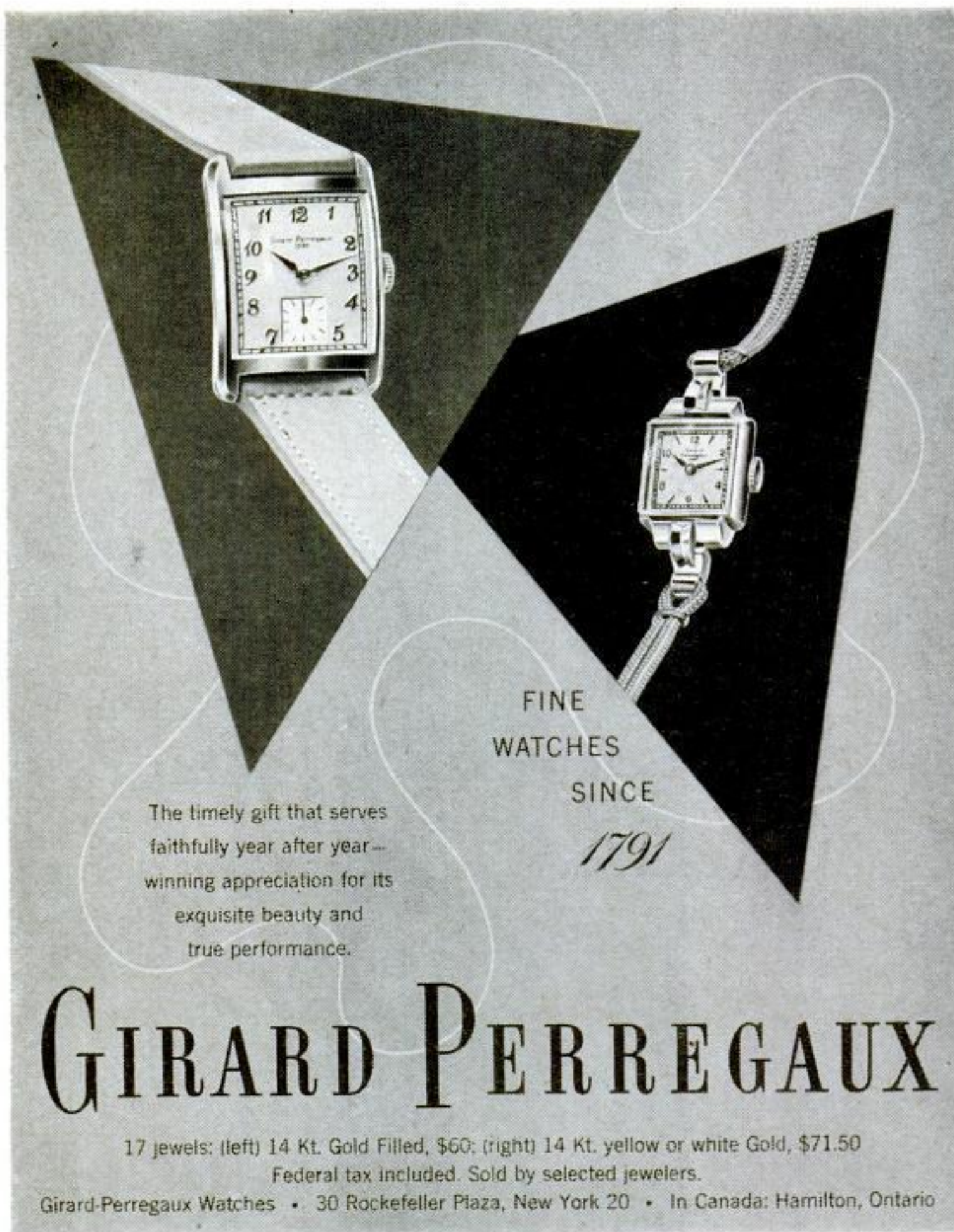
STURDY CLOPAY PRINTED TAPE-MEASURE,

Free Clopay tape-measure helps you measure your windows properly because, printed right on the back, are clear, easy-to-understand window shade measuring instructions. Drop a postcard with your name and address to Dept. A. Clopay, Cincinnati, for your free tape-measure while the supply lasts.

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For a complete "window wardrobe" ask for Clopay Drapes and Curtains by name at 5 & 10, Variety and Department Stores Everywhere.
Some prices slightly higher Denver and West.



The timely gift that serves faithfully year after year—winning appreciation for its exquisite beauty and true performance.


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17 jewels: (left) 14 Kt. Gold Filled, \$60; (right) 14 Kt. yellow or white Gold, \$71.50
Federal tax included. Sold by selected jewelers.
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Sore, Tender Gums?


Try this Gentle Dental Care!



Teel is the only leading dentifrice that does both:

- 1. HELPS PREVENT GUM IRRITATION**
Liquid TEEL lets you massage gums gently . . . helps promote healthy gums.
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TEEL contains no abrasives. Gets teeth sparkling clean *safely*. Get TEEL today and follow special directions on the package.

Refreshes your breath, too! Liquid TEEL penetrates tooth crevices instantly . . . removes decaying food particles which cause much bad breath . . . refreshes your mouth on contact! Pleasant, tangy flavor. Try it!



CLEANS TEETH

Beautifully!



GHOST TOWN of Tuscarora was a roaring, wide-open city of some 3,000 silver miners. But the railroad by-passed it 60 miles away and it gradually died.

ELKO COUNTY CONTINUED

Bradley was a courtly Virginia-born gentleman of the old Southern school; it was his pleasant custom to walk up and down through the trains that stopped at Elko, welcoming the passengers and inviting them to step off and have a drink.

In the 1850s Bradley drove herds of longhorns across Nevada to the California gold mines; on one of these trips he became ill and, fearing he might die, he turned over his cattle and all his papers to his young assistant, Jeff Henderson of Kentucky. While looking through the papers Henderson found the picture of a pretty girl—Bradley's daughter Sarah—and fell in love with her. Eventually Bradley recovered, Henderson returned with him to Virginia and married his daughter, and the three of them came back to Elko to engage in ranching. This romantic bit of family history was related to me by Charles B. Henderson, onetime U.S. senator and chairman of the Reconstruction Finance Corporation from 1941 to 1947. Jeff and Sarah Bradley, who met through a photograph in the middle of the Nevada desert, were his father and mother.

The four O'Neils

THE original Bradley domain was in the rich Mound Valley country, centering around the old stagecoach station of Jiggs. Bradley's son, J. R. Bradley, formed a partnership with George Russell, and the two of them extended their holdings through the central and northern part of the county. There they ran into the four O'Neil brothers, who had turned outlaw some years before after their father was lynched. The O'Neils were red-haired, quick-triggered and dangerous; they were accused many times (even in the newspapers) of stealing cattle, but they always rode down the opposition by a show of force. They had picked out several thousand acres for themselves in what became known as the O'Neil Canyon country, and there they ran large flocks of sheep as well as cattle.

Somehow every loss from Bradley and Russell's herds was marked by a corresponding increase in the holdings of the O'Neils. One day, after an especially flagrant case, a warrant was issued for Bill and Dick O'Neil on a charge of cattle stealing. A constable and deputy sheriff caught Dick at his camp on the Salmon River, but shortly afterward Bill and Jim, another brother, rode up, armed with Henry rifles, and demanded his release. The officers had nothing but pistols and were outgunned; they let Dick go and rode away empty-handed.

The next morning the O'Neils, with their customary boldness, rode into the town of Wells and demanded the return of the warrant. Constable Gleason grabbed Bill and dragged him as far as the jail door, where the O'Neil broke loose, drew his six-shooter, and fired at Gleason's head. Gleason ducked in time, but the concussion knocked him down. At that moment a mysterious passer-by fired a shotgun, creating a panic in the streets, and the O'Neils' sister suddenly ran up with two loaded rifles. Armed with these, the O'Neils retreated to the home of State Senator E. P. Hardesty and barricaded themselves inside until nightfall. Eventually they were persuaded to surrender and stand trial, but the jurymen took no chances with their own skins and hastily acquitted them.

The western end of the county was dominated by the famous Spanish Ranch, founded in the early '70s by two brothers from California, Bernardo and Pedro Altube. The Altubes never knew how much

CONTINUED ON PAGE 113



SCENT SECRET:

Put a drop of perfume on your palm . . .
smooth it over your hairbrush . . . then
brush the fragrance through your hair.

GIFT SECRET FOR MEN:

The most gracious gift of all is
Evening in Paris. She will love it!

Make Evening in Paris a part of you... Your perfume is as important
to your charm as your perfect make-up, your
shining hair, your exquisite clothes. Make *Evening in Paris*
an always-present part of your loveliness. Remember,
daytimes, evenings and always, *Evening in Paris* weaves
a magic spell . . . and life can be
much more exciting when you wear it!

Evening in Paris Perfume 75¢ to \$12.50
Evening in Paris Eau de Cologne 65¢ to \$1.50
Evening in Paris Face Powder \$1.00
All Prices Plus Tax.

BOURJOIS

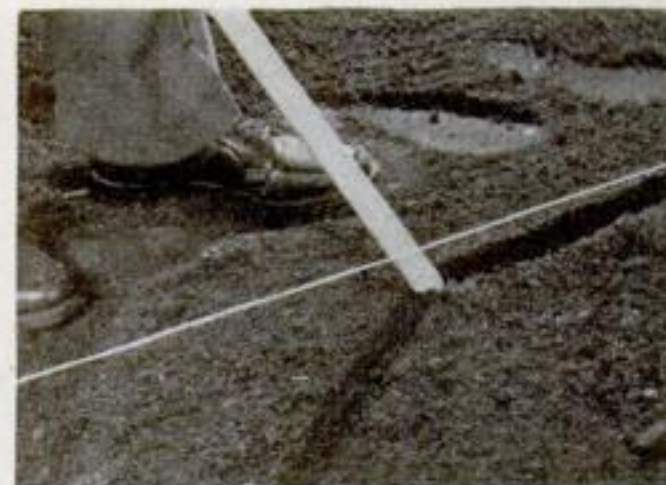


Here's how—

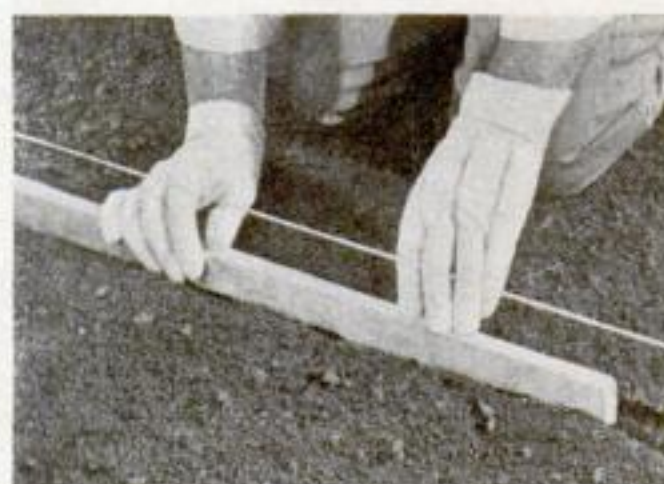
...to start a Smooth garden



1. Planting From Seed? Here's how to help make drill the right depth. For large seeds, use corner of hoe blade. Dig deeper in sandy loam than in clay.



2. For Medium-Size Seeds, end of hoe handle makes drill ideal depth. If planting on hillside, keep rows at right angles to slope to help avoid erosion.



3. For Small Seeds, make drill with edge of board to help avoid planting too deeply; mix 3 or 4 parts of sand to 1 part seed to prevent sowing too thickly.



4. Or Are You Transplanting? First, soak balanced plant food such as 5-10-5 overnight in cloth bag suspended in water: 4 ounces food to gallon of water.



5. With Plant in Hole, pour $\frac{1}{2}$ pint of this starter solution over roots, draw in the loose soil, firm it around plant. Caution: Don't prune or break roots.



6. Light Pressure is enough when starter solution is used; firm pressure for dry soil. Now you're on your way to a smooth garden—and a mellow moment.

...to enjoy a Mellow moment



7. The Neighbor has another good idea: It's HAMM's smooth and mellow beer.



8. Many a Mellow Moment is lightened by a taste of HAMM's. It's the smooth and mellow beer preferred for mellow moments—first choice of millions for 84 years. Have you tried HAMM's? You should! Nothing finer, anywhere.

Here's how...with

Hamm's Beer

Smooth and Mellow

THEO. HAMM BREWING CO., ST. PAUL, MINNESOTA

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ELKO COUNTY CONTINUED

land they owned. Pedro used to boast, "This morning I leave my rancho house. I ride all day. Tonight I make camp on my rancho." Their cattle ranged over almost a million acres of the Independence Valley and the adjoining Independence Mountains; they lived, dressed and rode like Spanish grandees.

The Altubes paid their wild Mexican *vaqueros* in yellow gold coin; on pay days their cowhands would take off on half-broken mustangs for the mining camp of Tuscarora, pause for a moment on the top of a nearby hill and then, with their reins in their teeth, swoop down into town firing their six-shooters in the air. It was real wild West stuff and often wound up with a couple of men shot full of holes, and the rest in the local calaboose.

Today's buckaroos (the word is an English corruption of *vaquero*) are as hardy and capable as the oldtimers, but less noisy. Out on the range they live on horseback as they always did, eating from old-style chuckwagons and sleeping under the stars when no better shelter is available. But they get into town more often (once a month or so), earn more money (\$110-\$150 a month, besides bed and board) and live longer. Their injuries are covered now by state compensation and medical laws; in the old days the average ranch hand spent all he could save on his broken bones, and wound up his career owning nothing but a worn-out saddle.

Even the top buckaroos are not as well off as the imported Basque sheepherders, who get a free airplane ride from Spain, \$250 a month, and bed and board. That is because Americans simply won't tend sheep—"Nobody but a Basco," they say in Elko County, "wants to be a sheepherder."

The cattle kings reigned supreme in Elko County until the terrible blizzard winters of 1888-90, which wiped out nine stockmen in ten and forced some drastic changes in ranch economy. Until 1890 the herds had been mostly longhorns, a mean, lean breed that ran more to great breadth of horns than edible beef. A longhorn steer did not fully mature until he was nearly 10 years old and rarely weighed more than 900 pounds. Even before the blizzards John Sparks and other Elko ranchers had been experimenting with white-faced Herefords, which can be fattened to 1,200 pounds and marketed in two or three years. This chunky, heavy-flanked breed soon supplanted older types of cattle; today 95% of the Elko herds are Herefords, with only a smattering of Aberdeen Angus and Shorthorns.

Another important innovation was winter feeding in fenced-in meadows surrounding the home ranch, which saved the Elko herds from disaster last winter.

Fences on the open range

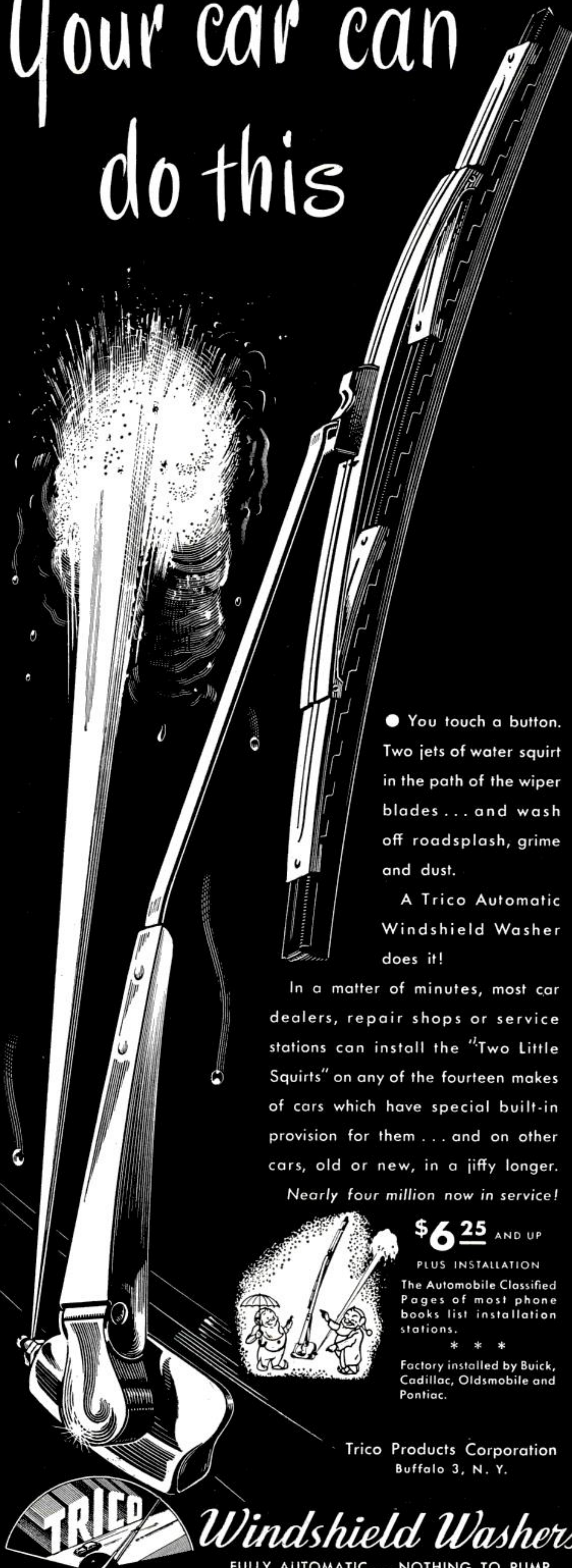
THE Elko ranches are now smaller than they used to be, though some of them still cover 150,000 acres or more. Actually the old cattle kings never owned more than a small part of the land their cattle used; they bought up sections on streams, or containing other sources of water, and then simply strung fences along the vast stretches of open range between to give a false impression of ownership. This led to a checkerboard pattern of ownership which has become standardized throughout the county. Land values have fluctuated widely in the last 20 years. In 1933, at the depth of the depression, it was almost impossible to give an Elko ranch away. Today the larger ones, when they go on the market, bring from \$500,000 to \$1,250,000.

There are still millions of acres in the county which are theoretically open to homesteaders, and any American citizen who wants it can claim a 10-acre lot to build a filling station or a hunting lodge. But most of this land is useless for ranching or farming, because the known sources of water have been taken. Nevada has a special state law which allows anyone to claim 2,560 acres around a spot which he thinks may contain a new supply of water, such as a well; a number of these claims have been taken up in Elko County recently, and some of them have worked out successfully.

Like all ranchers, the cattlemen of Elko pride themselves on their rugged individualism. But they could not get along without the silent partnership of the U.S. government, which not only puts tariffs and other restrictions on imported beef, but provides three fourths of all the range land used for feeding their cattle. Uncle Sam is by far the biggest landowner in Elko County, with 8,110,000 acres as compared with 2,372,000 in private hands and 487,000 held by the railroads. The Federal lands are divided into approximately 410,000 acres of national forest, which is administered by the Forest Service of the Department of Agriculture, and 7,700,000 acres of public range, supervised by the Bureau of Land Management of the Interior Department. Generally speaking the forest is located in the more mountainous areas and contains several important wild-life refuges, while the range includes all the sandy

CONTINUED ON NEXT PAGE

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A Trico Automatic Windshield Washer does it!

In a matter of minutes, most car dealers, repair shops or service stations can install the "Two Little Squirts" on any of the fourteen makes of cars which have special built-in provision for them... and on other cars, old or new, in a jiffy longer.

Nearly four million now in service!



\$6²⁵ AND UP

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The Automobile Classified Pages of most phone books list installation stations.

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Factory installed by Buick, Cadillac, Oldsmobile and Pontiac.

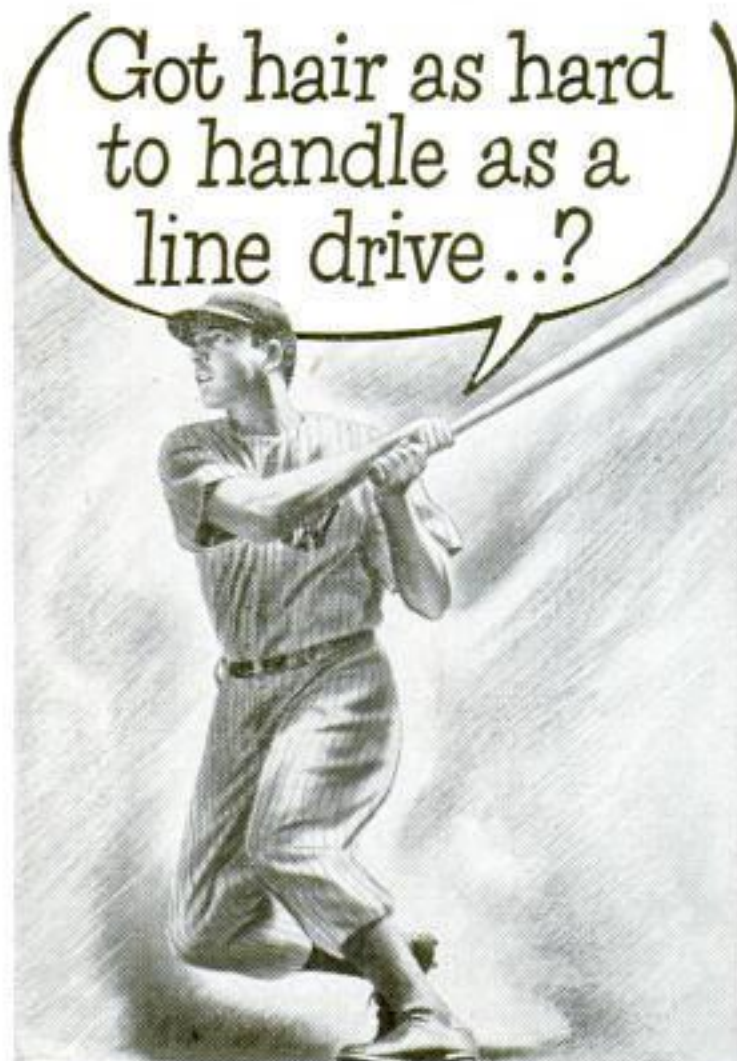
Trico Products Corporation
Buffalo 3, N. Y.



Windshield Washers

FULLY AUTOMATIC... NOTHING TO PUMP

**SAYS BASEBALL CHAMP
JOE DIMAGGIO**



Do what "Jolting Joe" does. Take...

50 seconds to massage. Vitalis' special formula not only prevents dryness but stimulates, refreshes your scalp as no non-alcoholic dressing can! And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

10 seconds to comb. Now your hair looks naturally well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil—just pure vegetable oil. To look your best, get a bottle of Vitalis today!



Product of
Bristol-Myers

Vitalis
for handsomer,
healthier-looking hair

ELKO COUNTY CONTINUED

sagebrush country which was never taken up by private owners because it contained no discernible water supply. But most of it grows grass at certain seasons of the year, and practically all of it is grazed over by privately owned cattle.

Ranchers pay about 50¢ a head each season to graze their cattle in the forests; the number is limited and the incoming cattle are counted at various gates. (The use of the word "forest," incidentally, does not imply trees; much of Elko County's "forest" land is virtually treeless.) Regulation of the open range was established by the Taylor Grazing Act of 1934. Under the Taylor Act a rancher who owns at least enough land and water to feed his cattle for four months a year may obtain a grazing permit to turn them loose on public land, forest and range, for the other eight months. For this he pays the Government 8¢ per month per head.

Soon after the Taylor Act was passed, however, the authorities in Washington tried to reduce grazing permits in several Western states. Government agronomists claimed that these areas had been overgrazed and were threatened by drought; the ranchers said this was nonsense. "We can't run cows and bureaucrats on the same range," became their war cry.

Nevada's powerful senator, Pat McCarran, put the heat on in Washington. To appease the ranchers, a native of Elko County, Marion Clawson, was installed as chief of the Bureau of Land Management, and Boyd Hammond, a former rancher, was put in charge of the Elko district. But grazing permits are still being gradually reduced; when a ranch is sold, its permits are sometimes cut by 10%.

Elsewhere in the West, especially in Wyoming, there is a strong movement to force the sale of all the public range to private owners. But the ranchers of Elko County are against this. "Only 11% of the land in Nevada is privately owned," says George Smith, an Elko rancher and president of the Nevada Cattlemen's Association. "Do you think we cattlemen can afford to buy the other 89%, and pay taxes on it?"

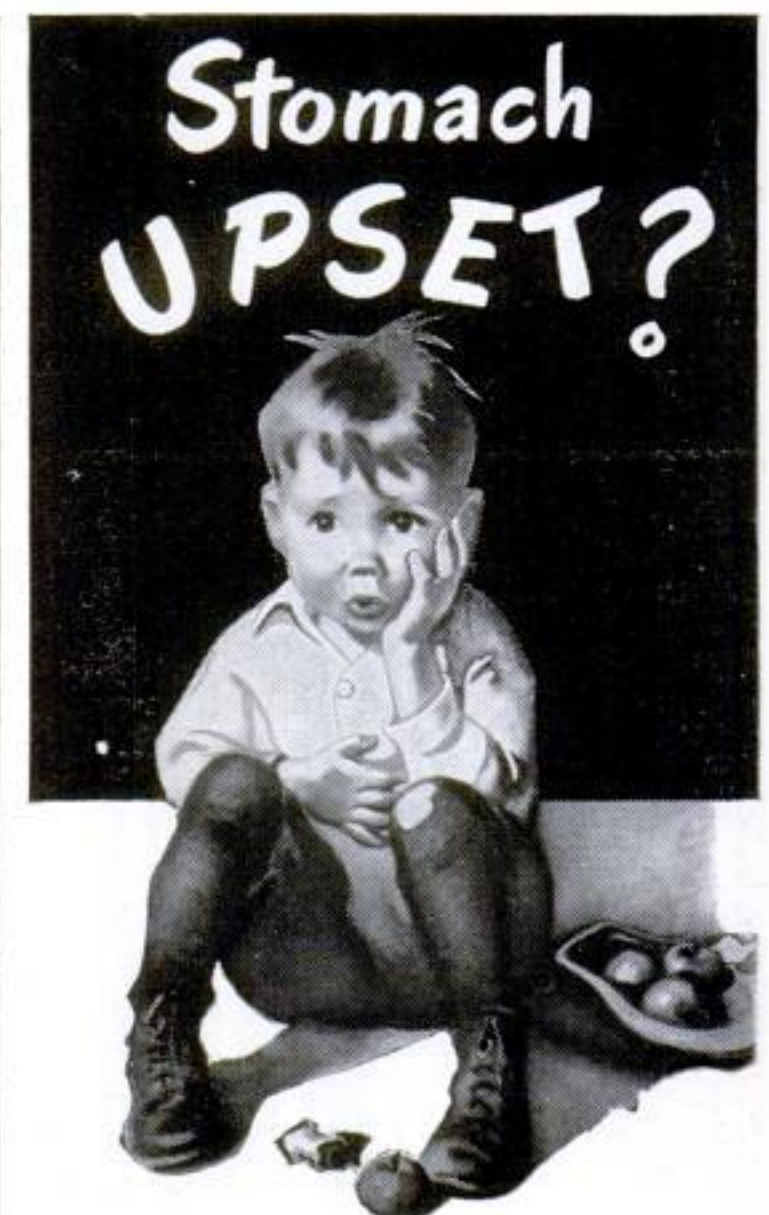
But all these political problems seem very remote from Elko County right now. The mountains and canyons are still deep in snow, and even the level ranch lands are covered from 2 to 5 feet deep. Underneath, however, the thaw is beginning to work, and the ranches are ready for the annual trek to the open range. Even the winter slump in beef and cattle prices does not worry the Elko ranchers overmuch, for prices are going up again, and Elko yearling steers are now selling for 25¢ a pound, on the hoof, which is not far below the 1948 peak. In town the prosperity boom is still on, to the jingling accompaniment of silver dollars and barroom glassware.

"God made this nation with a perfect balance," one of the ranchers told me when I was there. "He gave us the east to make factory goods and the West to raise livestock in. Sometimes old Mother Nature tries to throw us off, or the bureaucrats in Washington do it. But right now everything is working out just fine, especially here in Elko County. In fact things are so good that we ranchers have almost quit complaining for a while."

"What do you say we have another drink?"



NEWTON CRUMLEY, prominent Elko rancher, sportsman and hotel owner, laughs after winning \$10,000 poker pot. Game took place in his Ranchinn.



Take soothing
Pepto-Bismol
and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
2. Helps retard fermentation and formation of gas
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Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

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America's best shaving buy
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12 for 25¢

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20¢ Buys The Best Writing Pencil in America
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MECHANICAL PENCILS
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An Amazing Offer by
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Pipe Mixture

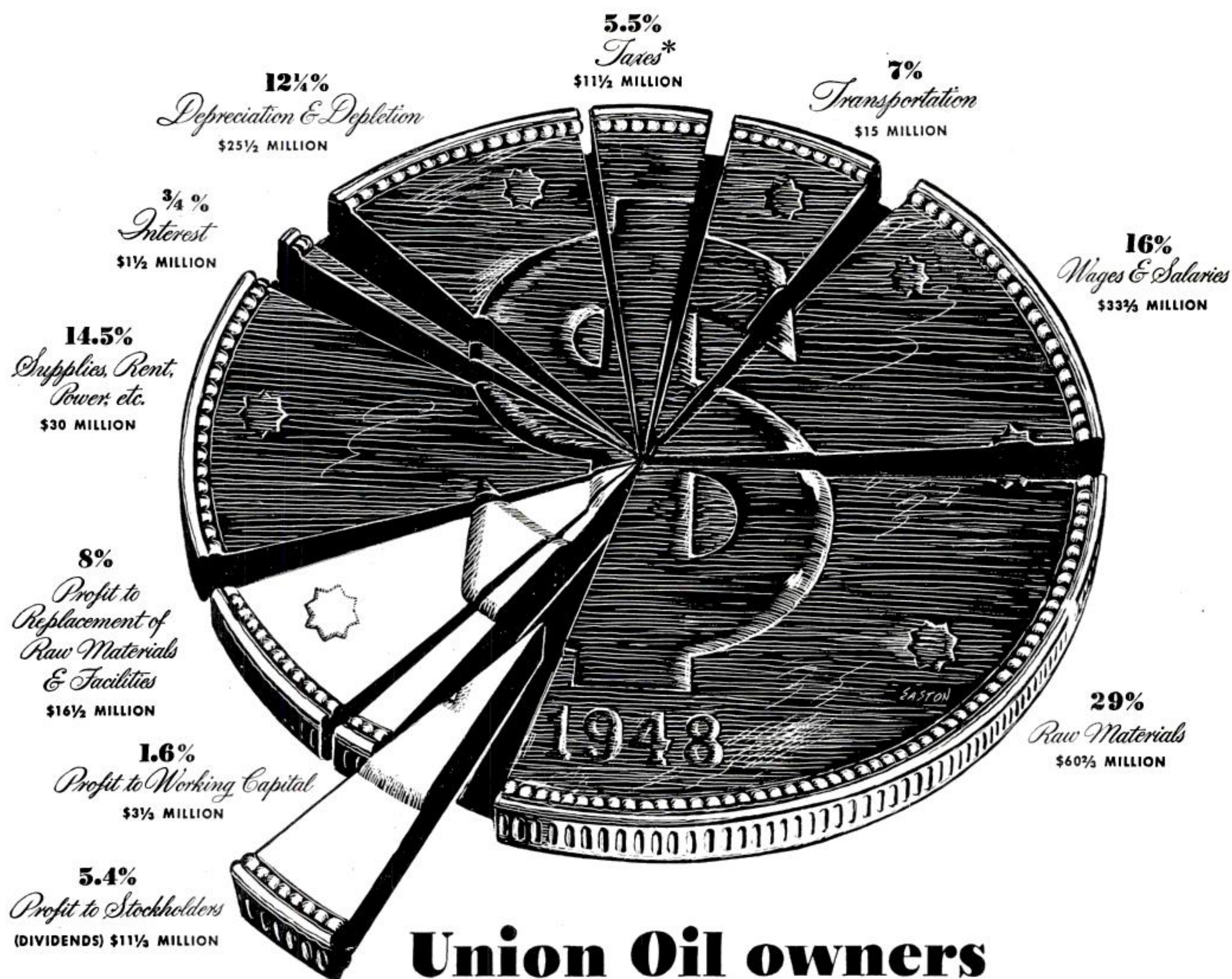
The pipe that every smoker wants—DANA, the modern pipe, with brightly polished aluminum shank and genuine imported briar bowl.

Only 50¢
with inside wrappers from 12 pocket tins of HOLIDAY PIPE MIXTURE

\$3.50 Value

Save 12 HOLIDAY wrappers!
Get your DANA PIPE!
Send to
HOLIDAY, Dept. H-3, Richmond, Virginia
Offer Limited to USA—Expires
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Union Oil owners get 5.4% of 1948 sales dollar

LARGEST DOLLAR PROFITS IN COMPANY'S HISTORY

According to the bookkeepers, Union Oil Company made a net profit during 1948 of \$31,293,000.

If this bookkeeping profit represented the company's actual "take", our 34,035 common stockholders would be throwing their hats in the air.

BUT HERE'S THE JOKER

53% of these profit dollars had to be plowed right back into high-cost equipment, facilities and oil properties.

Another 11% had to go into working capital.

So the actual "take"—profits that were *drawn out* of the business in the form of dividends to stockholder-owners—came to \$11,320,000. This amounted to a return of only 5.4% on our total sales of \$209,000,000, or 5.6% on the capital invested in the company.

UNION OIL COMPANY OF CALIFORNIA

Incorporated in California, October 17, 1890

*Taxes in chart do not include \$35,200,403 which we collected for Federal, State and local authorities from our customers; taxes paid by our suppliers; or personal taxes paid by our stockholders and employees.

WHY DID WE HAVE TO PLOW BACK 2/3 OF OUR PROFITS?

1. Under the tax laws, a corporation can set sums aside each year to replace equipment and oil properties when they're worn out. (These sums are represented in "Depreciation and Depletion" segment of big chart.) But the sums you're allowed to set aside are based on what these things cost *when you acquired them*—not on what it costs to *replace them today*. Since those depreciation funds aren't adequate to replace equipment and oil properties at today's prices, we have to make up the difference somewhere—or go out of business. That's where one part of the "profit" dollars went—replacement.

2. Every housewife knows that it takes more dollars to meet daily expenses today than it used to. A corporation's daily expenses have increased just like the average family's. That's where the other part of our "profit" dollars went—into increased *working capital* required for day-to-day expenditures.



TREE DODGING is considered comparatively tame by Sammy Mason, a precision flyer who once made a habit of doing tight loops around telephone wires. Mason has

had only one close call recently—his engine quit during an intentional stall at 600 feet. Mason's wife (he also has four children) insists she never worries about Sammy's flying.



MASON GRINS THROUGH PLANE'S WINDSHIELD

BARNSTORMING REVIVAL

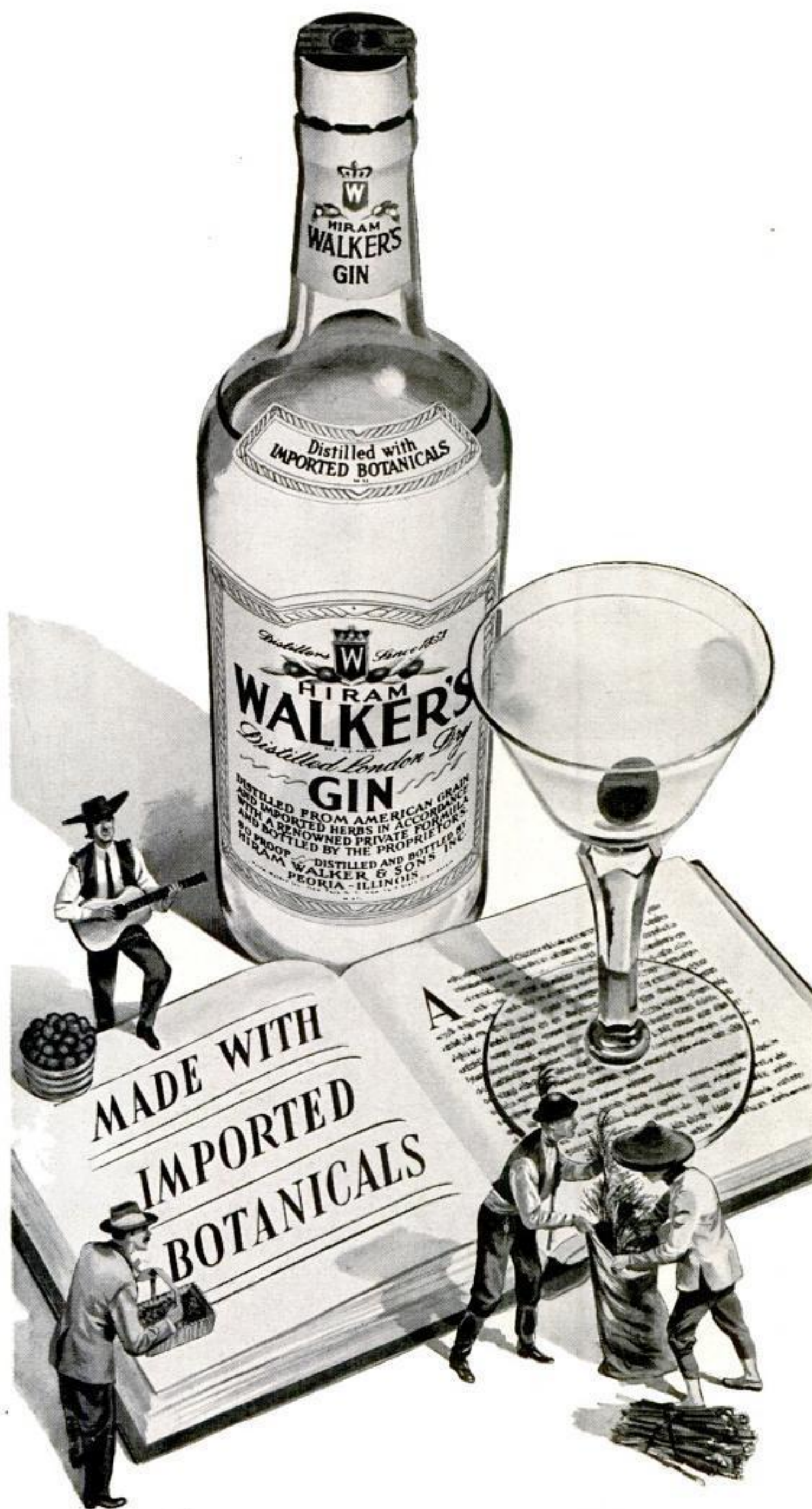
California air circus adds new frills to old routine

The oldtime air circus is back, making jet planes and supersonic flying look like sane and sensible aerial work. Near Los Angeles a tough, cheerful stunt flyer named Sammy Mason (*above*) is getting his crew of wingwalkers and parachute jumpers ready for a season of the same kind of aerial shenanigans that scared the life out of county fairgoers 30 years ago. Sammy, probably the best stunt pilot in the U.S., considers the old shows dull because they were slow and hard to see and has added a few new twists. His circus, which drew big crowds all over the West Coast last summer, takes place in a dangerously tight little area right in front of the grandstands, much of it only 600 feet up. Its pace is headlong. Hardly does an old Jenny carrying a wingwalker (*p. 118*) finish its double loop than a trick parachutist plummets down, trailing a realistically shredded chute. Before he hits the ground Sammy himself takes off like a Roman candle (*p. 121*). Last year all this left customers gasping satisfactorily. All but one customer who complained, "Sammy, your rocket take-off is fine, but nothing explodes at the top."



INVERTED FLIGHT plays such a big part in Mason's stunting repertoire that he prints his name upside down so the spectators can read it right side up.

CONTINUED ON NEXT PAGE



The story of a great Martini

Cassia from China . . .

Valencia peel from Spain . . .

Juniper from Italy . . .

The world's finest vintage year herbs and berries . . .

Add American grain spirits—

and Hiram Walker's 91 years distilling skill . . .

A story with a great ending . . .

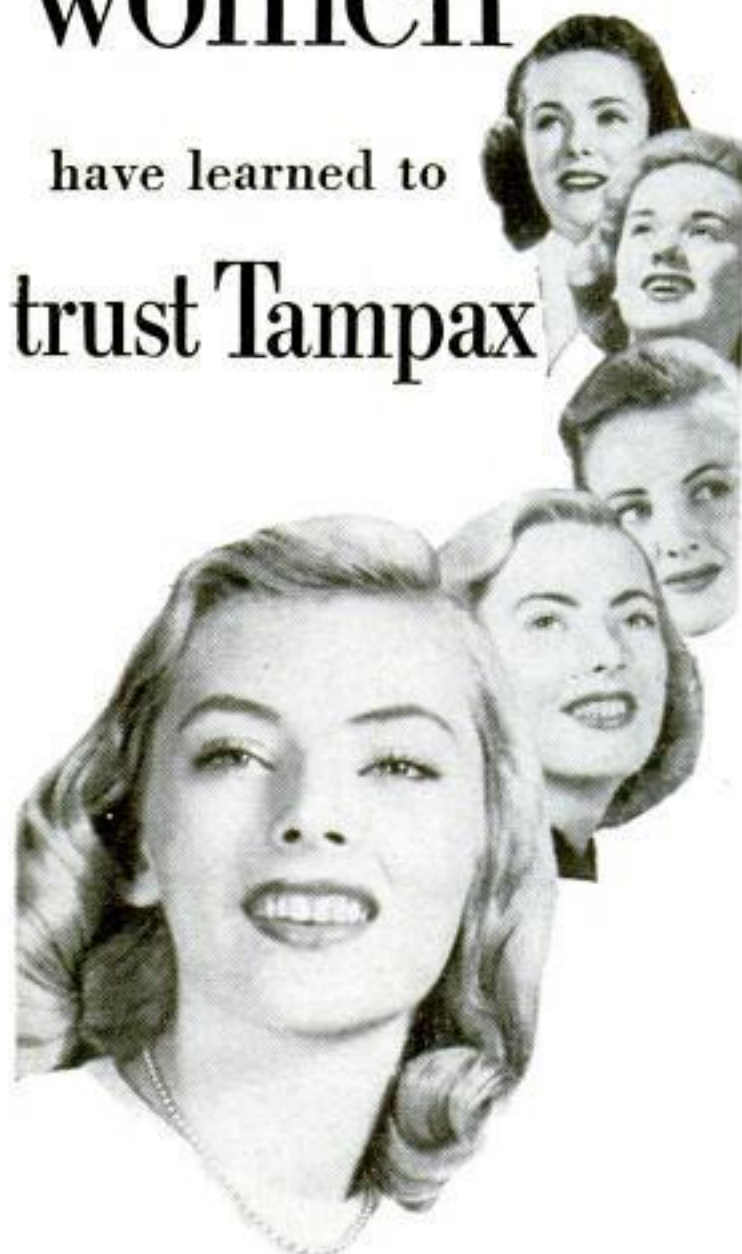
A really great gin that makes great gin drinks.

HIRAM
WALKER'S Distilled London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

millions of women

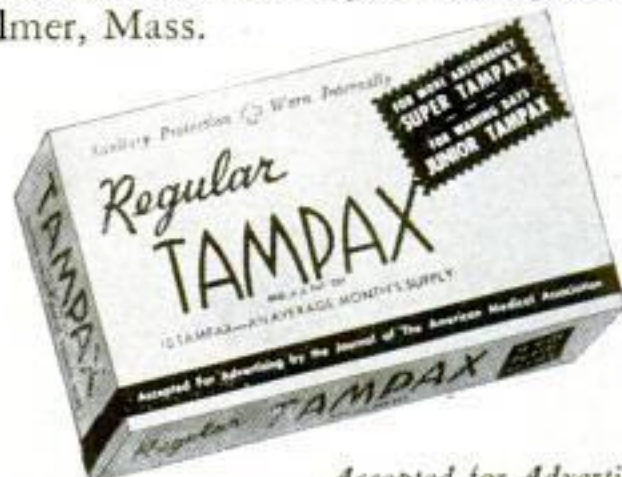
have learned to trust Tampax



NO BELTS
NO PINS
NO PADS
NO ODOR

Only a short time ago, who would have thought it possible that millions, actually *millions*, would soon be using a product as downright revolutionary as Tampax in the field of monthly sanitary protection for women?... Here is a complete reversal of the traditional practice. The traditional form is external; *Tampax is internal*. The traditional requires belts and pins; *Tampax requires no support*. The ratio of bulk is: traditional 9, *Tampax 1*. The success of Tampax is based upon other facts as well.... You can wear it in your tub or shower—or in swimming. Being worn *internally*, it can cause no bulge or ridge under clothing. Insertion is quick and easy, by means of neat applicators (your hands needn't touch the Tampax). No odor, no chafing, no disposal difficulties....

Doctor-invented, Tampax is made of pure surgical cotton. A whole average month's supply will slip easily into purse. At drug and notion counters in 3 absorbencies. Look for Tampax Vendor in rest-rooms throughout the United States. Compare the price of Tampax *now* with other forms.... Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association
TAMPAX INCORPORATED LFE-18-491
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

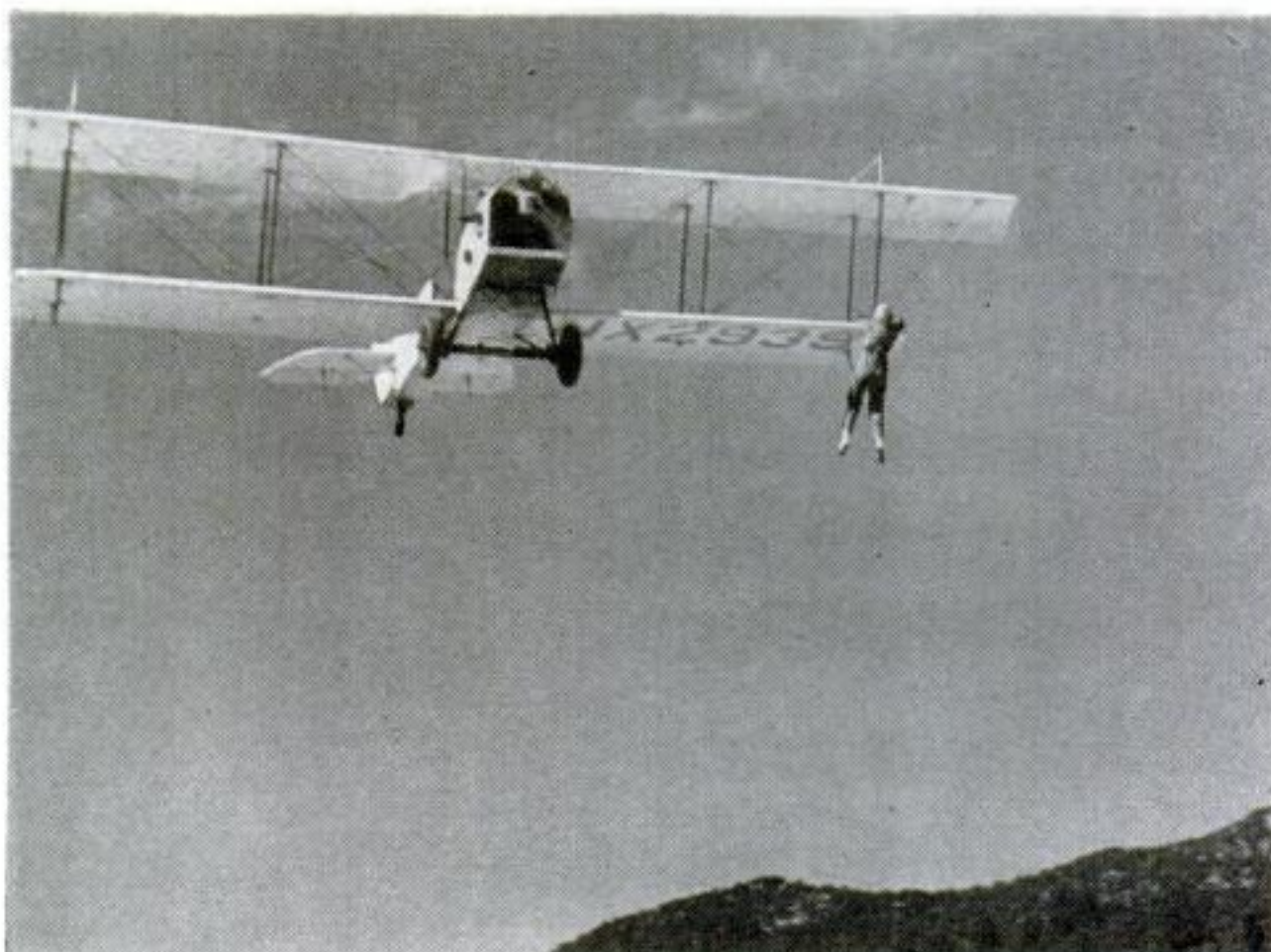
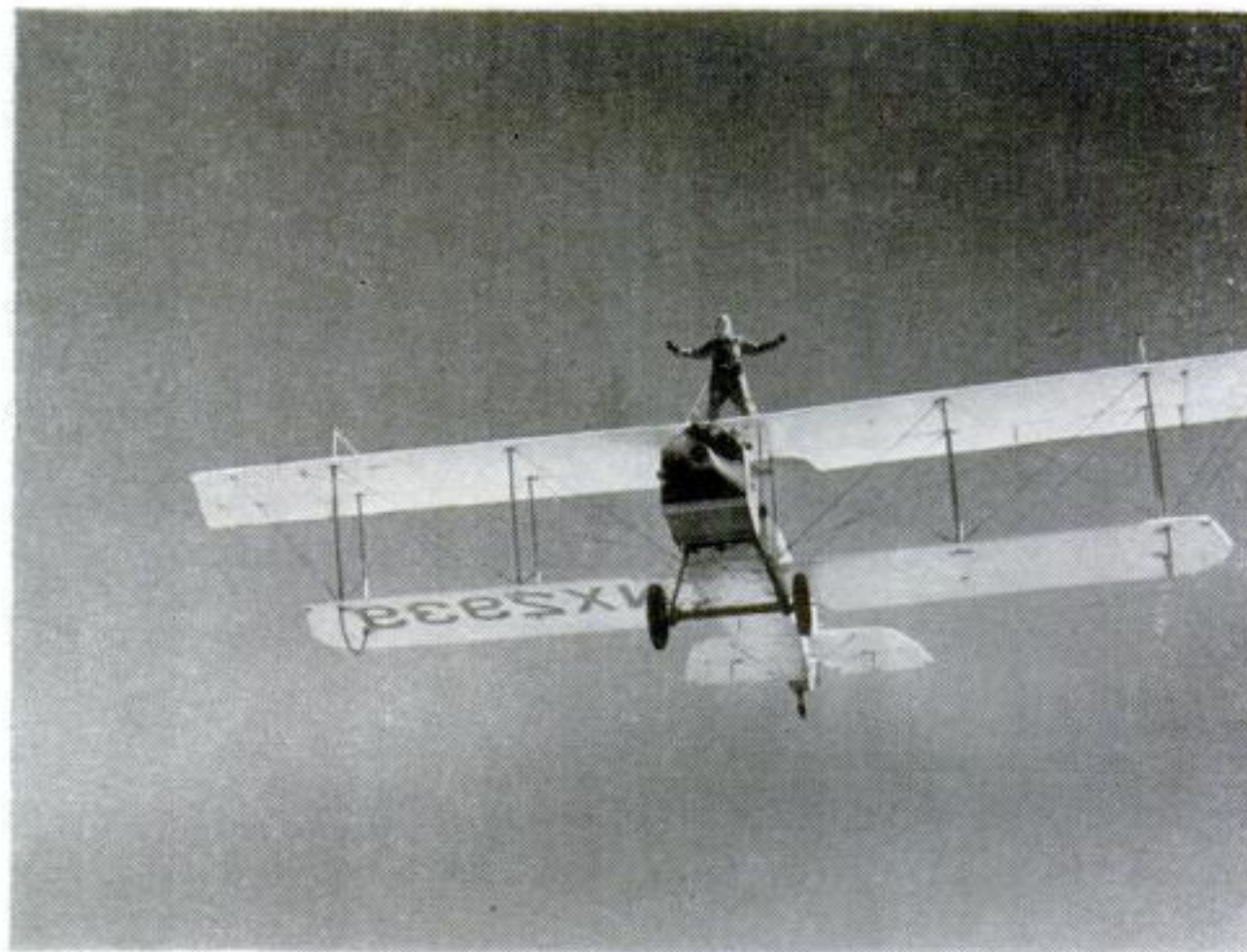
Address _____

City _____ State _____

Barnstorming CONTINUED



WINDBLOWN WINGWALKER Frances Kari is just beginning her second season with Mason's air circus. A former WASP, she never wears a parachute.



WINGWALKER AT WORK braces (above) for double loop, dangles from a wing (below). She is held to wing by thin wires, in summer wears bathing suit.



Love just "happens" to the girl who Kares

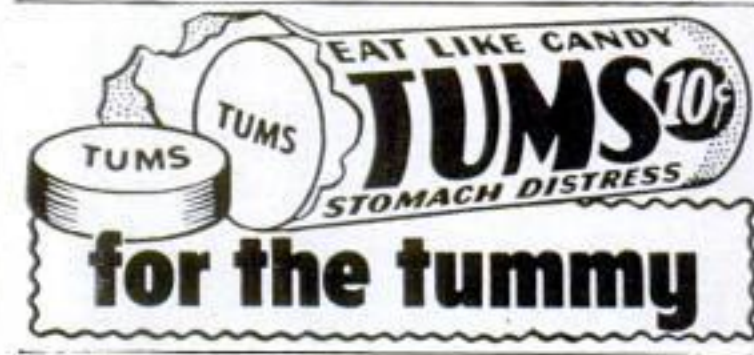
And no wonder! KARE, the new "wonder" deodorant, keeps you bath-sweet. So *nice* to use—a satin-smooth lotion! So different from creams and liquids... not greasy or messy. Start now to use KARE, an amazing improvement in underarm deodorants... the one that...

Soothes tender underarm skin
Stops odor... Dries instantly
Stops perspiration harmlessly
Will not harm even fine fabrics

Economical! A few drops are effective. 35¢ & 60¢*, at drug and department stores. *plus tax

one second's Kare and you're carefree!

The Grove Laboratories, Inc., St. Louis, Mo.



HEADACHE
NEURALGIA
NEURITIS
Pain

RELIEVED

incredibly fast

the way thousands of physicians and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



CONTINUED ON PAGE 121

THE LUSTRON HOME

REG. U. S. PAT. OFF.

It meets the health standards that a famous doctor defines



Dr. Herman N. Bundesen, president, Chicago Board of Health, is nationally recognized for his work in maternity care, pediatrics, and public health. Recently, in his King Features syndicated newspaper column, Dr. Bundesen discussed modern housing from the health officer's point of view. We consider it so pertinent that we have obtained permission to reprint it.

YOUR HEALTH

By Herman Bundesen, M. D.

HOUSING AND HEALTH—Health officers tell us that the kind of a house in which a person lives has a great effect on his health and on his conduct.

Forexample, the relation of poor housing to tuberculosis has been determined over and over again. Living under insanitary conditions is, undoubtedly, a factor in infant mortality and in such diseases as rheumatic fever and respiratory infections.

Housing experts tell us a house should do more than keep off the rain and snow. The entire house should be easy to keep clean, so that it does not make excessive demands on a mother's time, energy, and general health. A house should be constructed to provide warm floors where children are going to play, free from chill-



ing and drafts. Its heating system should be clean and easy to look after.

Psychologists tell us that many persons, forced to live under crowded conditions—particularly "doubling up," that is, two or more families in the home—have developed psychological disorders and misunderstandings, and have become irritable, restless, and unable to concentrate. No home is large enough to house more than one family for long.

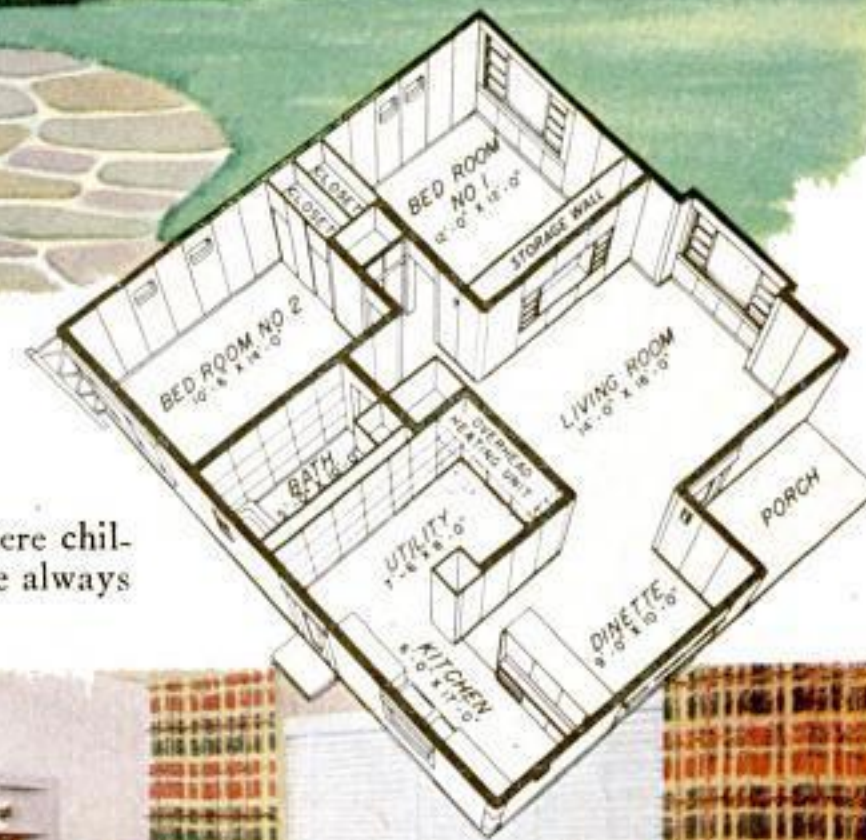
Engineers tell us that the many recent developments in engineering, economy, and lasting qualities in the construction of houses effect a more healthful place in which to live.

Community experts tell us that a house should be a good citizen. It should contribute to the mental and physical health of those who live in it, and thought should also be given to its appearance and its effect on the life of the community. Time and again I have observed that, as soon as one resident starts to improve his home, another and another, and then others in the same neighborhood follow suit, and very shortly there is an "epidemic" of improvements in the entire community.

Healthful housing for all Americans is a goal well worth the striving for.

See how room arrangement gives cross ventilation in every room.

No drafts, less dirt where children play. Floors are always comfortably warm.



HEALTH FEATURES OF THE LUSTRON HOME

Dirt can't lodge on Lustron's smooth porcelain enamel surfaces—you can easily keep it immaculately clean with soap, water, and a damp cloth. Radiant panel heating cuts out dust-laden circulating currents of warm, overheated air. Combination dishwasher-clotheswasher, included with every Lustron Home, lets dishes dry germ-free in their own steam. Permanent all-steel construction is decay-proof, termite-proof, verminproof, a definite new contribution to urban housing.

LUSTRON CORPORATION, Box 2023A, Columbus 16, Ohio

The Car that gives you More for your Money:



- A Roomy, Comfortable Passenger Car...

It's level-riding on any road... with ample room for six people, plus big luggage space, in its all-steel body. You'll like this nimble car's driving ease, too—its light, quick steering response... short turning radius... the safer vision of large, deep windows all around.



MORE MILEAGE AND LESS UPKEEP

The famous 'Jeep' Engine with fuel-stretching overdrive gives mileage that saves you money. You'll appreciate, too, the fine maintenance service you get from Willys-Overland dealers, and the low cost of parts and repairs.



...and a Utility Vehicle, too

The 'Jeep' Station Wagon gives you the extra value of double usefulness. Seats are easily removable to provide space for hauling bulky loads. See a Willys-Overland dealer for the car that delivers more for your money!

'Jeep' Station Wagon

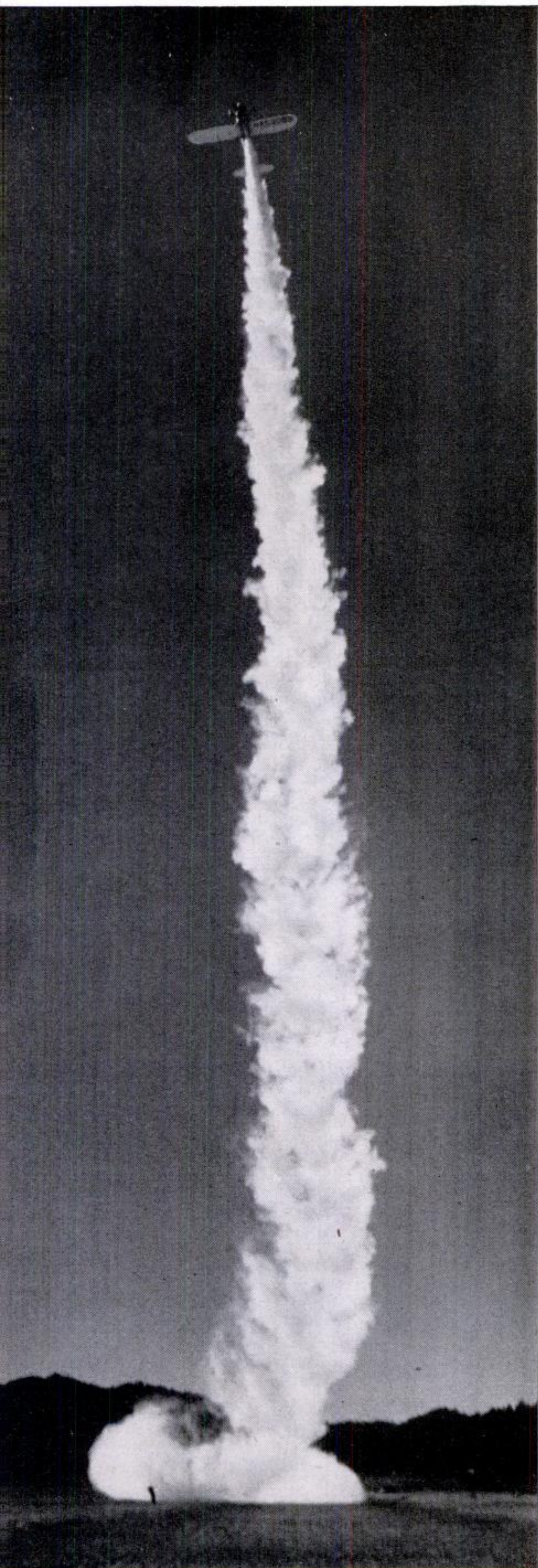
A REALLY NEW KIND OF CAR...

The 'Jeep' Station Sedan combines the luxurious riding ease of a sedan with the spaciousness of a station-wagon. Its finely appointed interior gives passengers extraordinary headroom and legroom. Its 6-cylinder engine, with overdrive, assures top performance and long fuel mileage.

'Jeep' Station Sedan



WILLYS-OVERLAND MOTORS, TOLEDO 1, OHIO • MAKERS OF AMERICA'S MOST USEFUL VEHICLES



JET-ASSISTED TAKE-OFF gives modern touch to old routines. When jet gives out, plane goes into "hammerhead" stall, falling precipitately sideways.



Make friends with **Guild Wine**

Don't be the goat when friends drop in unexpectedly. Surprise 'em and delight 'em with Guild Muscatel! A smart way to make friends because it's a luxury wine at low cost.

Over twenty distinctive Guild Wines are made and, for your protection, bottled in California by Wine Growers Guild, Lodi... a group of 600 grower-vintner specialists.

modernize your coffee making

with the *New*

NICRO

All Stainless Steel
FULLY AUTOMATIC
electric
VACUUM COFFEEMAKER

Just plug it in — NICRO does the rest! Automatically brews 3 to 8 cups . . . automatically keeps coffee at perfect serving temperature. Handsome, easy to clean . . . with patented stainless steel "flavor insurance" filter that eliminates messy filter cloths. It's modern, it's marvelous . . . it's NICRO!

only \$22.95

Look! This NICRO handy table mat—yours at only 10c (to cover mailing costs).

Heat resistant, polished plastic . . . it's perfect —this modern table mat can't warp or discolor.






. . . And there are budget-priced non-electric NICROs too! All stainless steel . . . all with the exclusive "flavor insurance" filter!

8-cup NICRO \$ 9.95
12-cup NICRO \$13.95

NICRO, 3534 N. Spaulding Ave., Chicago 18, Ill.
I enclose 10c to cover mailing costs (cash only).
Please send me a NICRO Plastic Table Mat.

Name: _____

Street: _____

City: _____ Zone: _____ State: _____



OFF LIKE A FLASH, ducks, bunnies and eggs break away from the string starting line (*left*) at a signal from their headmistress who is standing under a blossoming pear

tree. The older bunnies have already outstripped the younger ducks and eggs. The boy in dark feathered costume (*center, right*) found the most eggs, won a chocolate bunny.

Life Goes to an Easter Egg Hunt

Everybody and his pet dresses up
at children's party in California

Many parents look forward to school holidays ostensibly because the children have such fun but secretly because they get a chance to dress them in costumes. If they had their way, all children would probably emerge as pumpkins on Halloween, Pilgrims on Thanksgiving and angels on Christmas. Last week, when the Glen Taylor School in Walnut Creek, Calif. decided to give an Easter party for all its 50 pupils, the parents were quick to make the most of a good chance—they hired a costumer for \$423 and dressed up every single child. The youngest (aged 4) came as little yellow ducks, and the others as bunnies, monkeys, kangaroos and penguins. There were even four Easter eggs (below). Then it was the children's turn, and they dressed up their pets for the party. A cocker spaniel (right) came as an Easter bunny, a collie came in a football uniform and a turtle came in a 10-gallon hat. A cat in a hat had a fit and had to leave early.

The high point of the afternoon was a furious Easter egg hunt. At a signal all the children went tearing off through the school's pleasant orchard, stumbling over sticks and crashing through bushes, lifting up leaves and looking in tree trunks to find the hidden eggs. The big children found the most and everyone was happy but one small boy in a duck suit who claimed that his two eggs had been stolen.



IN RABBIT'S CLOTHES cocker spaniel named Butch swelters mournfully on a bench with a basket of Easter

eggs in his mouth. His tailor-made costume covers everything but his face and is equipped with a fuzzy round tail.



EASTER EGG BALLET in which four eggs danced around and bumped each other was part of elaborate performance staged by children. Every one of the students took

part. One little boy who is crippled and was not able to dance was made the hero. He lay down under a bush and pretended to go to sleep and this is what he saw in his dream.



Puss'n Boots adds the PLUS!



© 1949
COAST
FISHING
COMPANY

You notice in many
ways the benefits of
complete nutrition

A cat generally keeps well and on the go.
But the difference between a cat merely
well and one abounding in health is seen
when a nutritionally complete diet is fed.

Puss 'n Boots is made of 85% fresh-caught whole fish		
FISH	for	strong tissues, maintenance, growth
Bone	"	strong bones and teeth
Liver oils	"	healthy skin, glossy fur, energy
Mineral salts	"	good blood, nerves, tissue growth
To which are added other carefully selected elements		
Rice Polish	for	good disposition, energy, growth
Corn gluten and ground barley	"	energy
Alfalfa greens	"	healthy skin, regularity
Peanut and linseed meals	"	good eyes, appetite, digestion, steady nerves
Thoroughly cooked in the can - vacuum-packed - safe		

Cat owners tell us they notice improvement in their pets when they feed Puss'n Boots. That's because each ingredient is carefully selected to contribute its own special benefit.

Together they provide an all-round food that adds many plusses to your cat's health—improvements you readily see.

GET THE PUSS 'N BOOTS BOOK

Send three Puss 'n Boots labels and 10¢ in coin for 24 pages of delightful animal pictures in color by Feodor Rojankovsky. Coast Fishing Company, Dept. E, Wilmington, California.

Easter Egg Hunt CONTINUED



EATING RABBITS (above) gathered around small tables that were set up on the school lawn after the egg hunt, parked their eggs and ate quantities of ice cream and cake. By this time some of their headgear had started to slip.





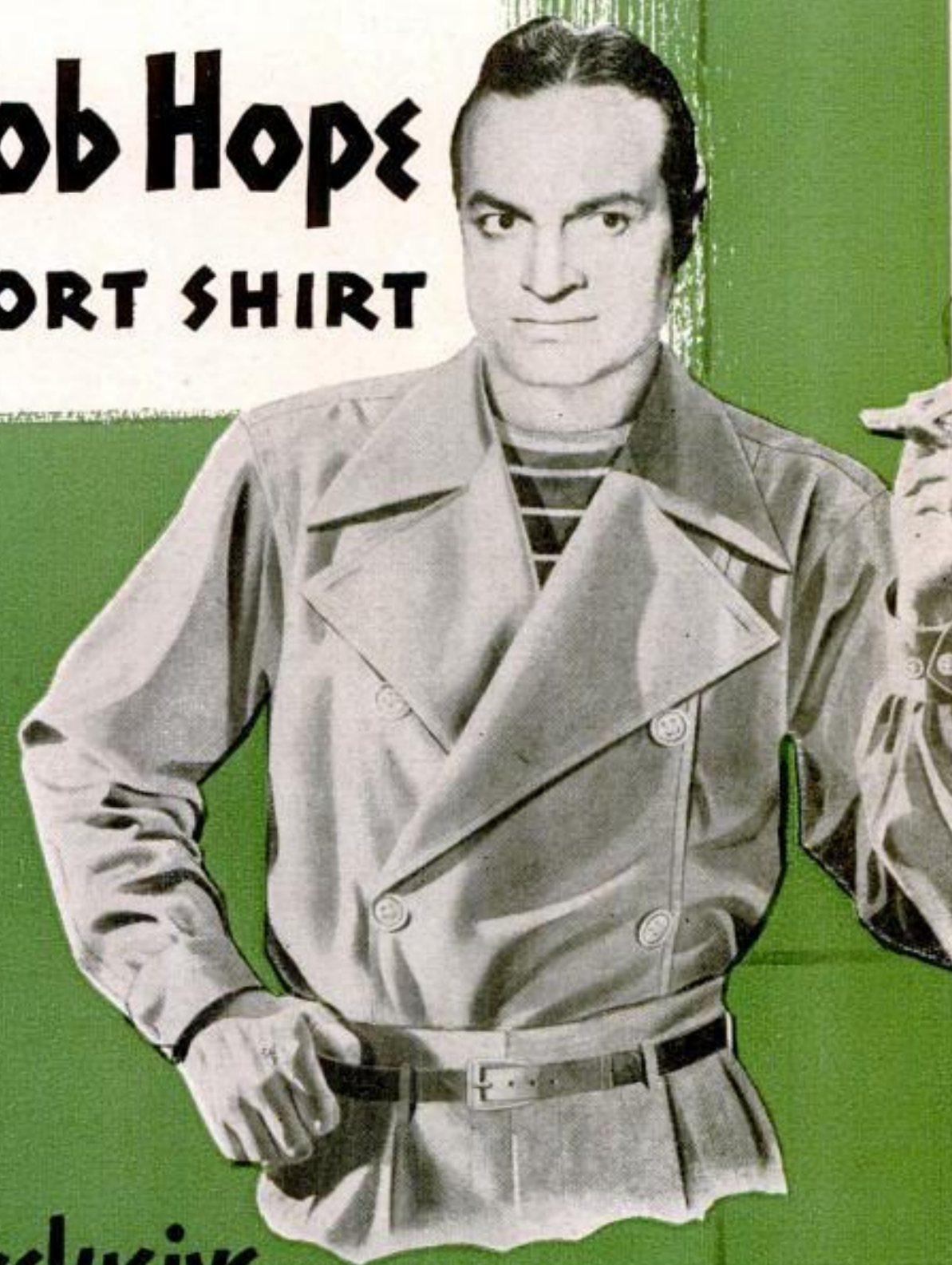
FAINTING RABBITS (below) were grand finale of ballet. First they danced in wheeling a big egg in a basket (center). Then they danced around it until the egg hatched. When a duck came out the rabbits all fell over in surprise.



Something for you to star in!

THE

Bob Hope
SPORT SHIRT



an exclusive

Marlboro

SPORT SHIRT



as worn by BOB HOPE
co-starring in
SORROWFUL JONES
a Paramount Picture



Marlboro Shirt Co., Inc., Baltimore 1, Md.

Only CROWN and HEADLIGHT Overalls offer the new patented Safe Deposit Pockets



to guard your
MONEY
WATCH
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VALUABLES

Keeps valuables safe, clean and handy

Here are the overalls that can pay for themselves 50 times over — or more — by preventing costly losses. Note, too: these overalls feature extra heavy denim for long wear... graduated custom sizes for proper fit and comfort... Sanforized... a new pair free if they shrink. Remember, only Crown and Headlight Overalls are certified for quality by the United States Testing Co. Buy a pair of Crown or Headlight Overalls and enjoy the convenience, comfort and protection you get only in these garments. If your dealer can't supply you, write us.



UNION MADE
HEADLIGHT
WORK CLOTHES

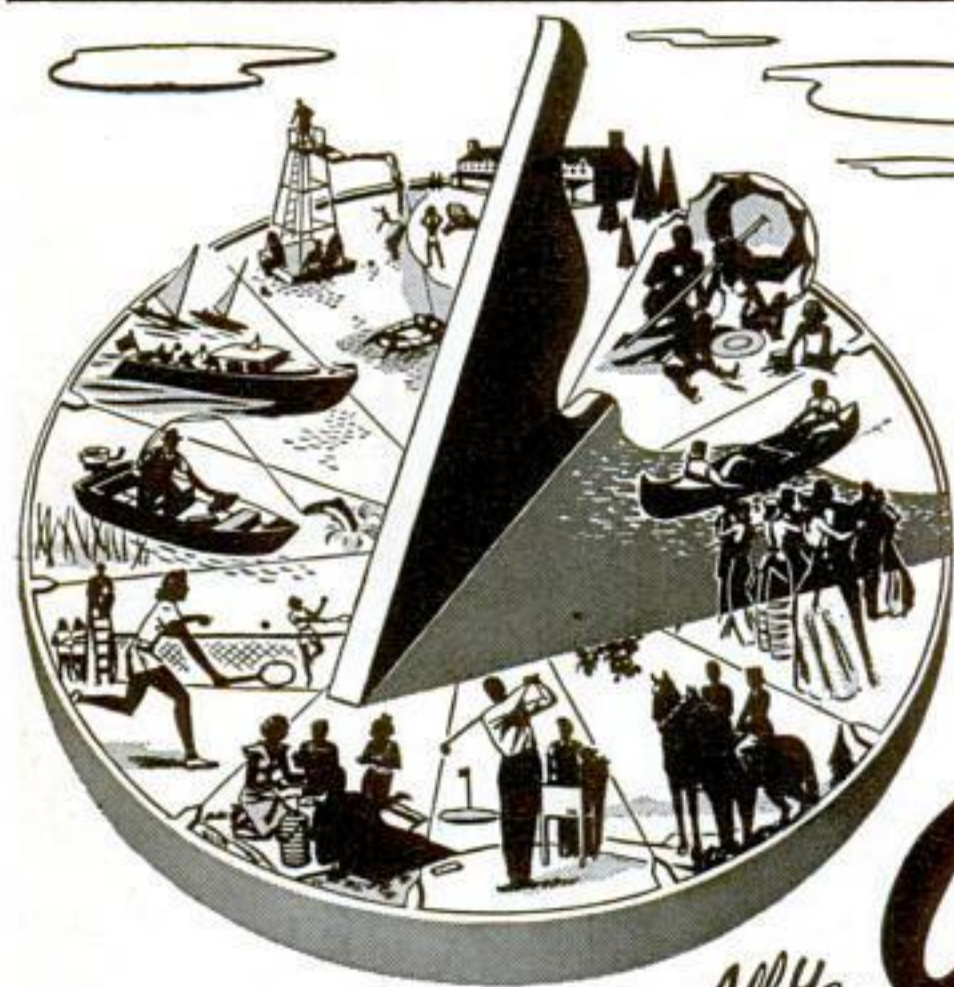


CROWN AND HEADLIGHT
Work Clothes

Cincinnati, Ohio

San Francisco, California

OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS



SOMETHING
DOING
EVERY
MINUTE

IN
Ontario

All Year



CANADA'S VACATION PROVINCE

In Ontario, every holiday moment is filled with exciting things to do and see. You'll sun-bathe on sandy beaches, swim, fish, or sail on breezy lakes far from the cares of the everyday world.

You'll find quaint little by-ways to explore, secluded retreats that invite you to picnic. Every moment is filled with a wonderful carefree holiday air in Ontario.

Thrifty too... prices in Ontario are so reasonable they'll surprise you!

If it's fishing you want you'll find the big, fighting kind in Ontario... world famous as a sportsman's paradise.



You get more for your money in
Ontario

Ontario Dept. of Travel and Publicity,
E9, Parliament Bldgs., Toronto, Ontario.

Please send me free information about Ontario.

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Address _____

City _____

State _____

MISCELLANY



ALONE WITH BONAPARTE'S PICTURE, ARMAND FEVRE FINDS HAPPINESS

MAN OF THE PAST

Armand Fèvre of Paris is lonesome for Napoleon

The frock-coated figure of Armand Fèvre is a familiar one along Rue Bonaparte, in a tight little section of old Paris, but photographers rarely risk a caning by trying to take his picture. Cameras, automobiles and all modern devices distress him. M. Fèvre, great-grandson of one of Napoleon's officers, decided 23 years ago that he would live as in the days of his idol. He thinks that progress is really "retrogressive evolution" and finds his deepest pleasure in a walk to a cemetery (below).



AT THE CEMETERY of Père Lachaise, Armand Fèvre pays his Sunday respects to a bust of the beautiful Countess of Girardin. At 43 he is a bachelor.



ESIDE THE SEINE the man of the past strides along an old quay. With
s frock coat Fèvre wears tight-fitting trousers and 19th Century black hat.

CONTINUED ON NEXT PAGE

216 INNINGS!*

**THAT'S HOW AMAZINGLY LONG THIS
PORTABLE RADIO BATTERY LASTS!**

No. 467

- It's a powerhouse! It lasts...and lasts...and LASTS. It's the famous, small "Eveready" "B" battery for portable radios. Like all "Eveready" radio batteries, it's the battery with "Nine Lives." You know how an active cat will take a cat nap... then wake up and bounce back with new pep.

This battery works on that same principle...recovers power between uses. Bounces back for extra life. So much extra life that the battery shown will last 216 innings—and the larger sizes more than 850 innings! Insist on "Eveready" batteries—for longer life!

THE BATTERY WITH "NINE LIVES"

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, New York
Unit of Union Carbide and Carbon Corporation

* With a radio of average drain.
Figures based on 2½-hour, nine-inning game.



Be
a
Good
Mixer

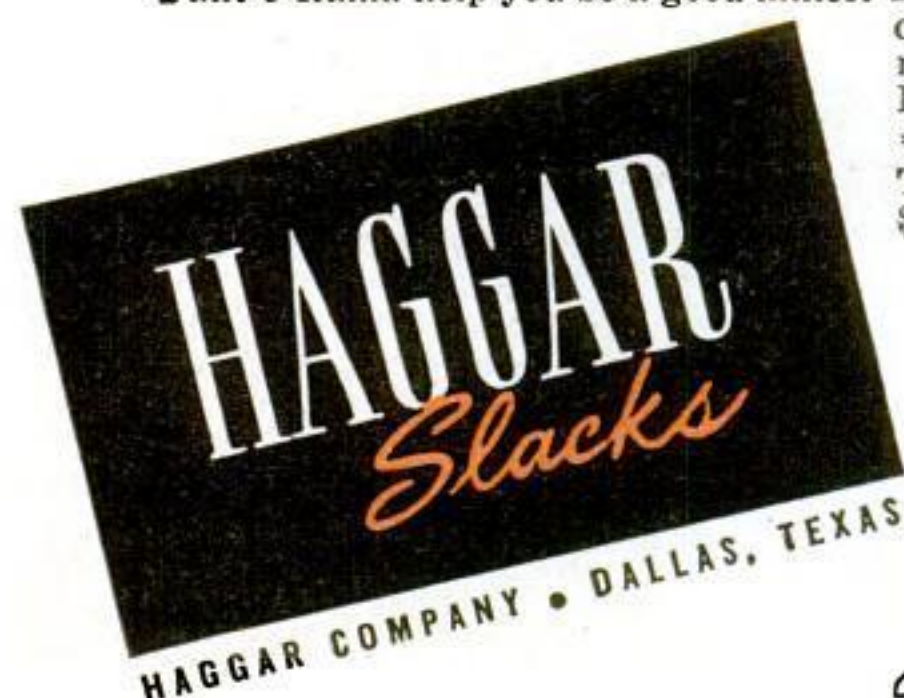
with HAGGAR SLACKS*

A few pairs of better fitting, smarter looking Haggar Slacks can do wonders to your wardrobe ... especially if you know how to mix them with harmonizing and contrasting sport shirts and jackets.

HAGGAR Pant-O-Rama Selects Correct Ensembles

Visit the store that features Haggar Slacks and let the Haggar Pant-o-Rama help you be a good mixer. This novel device automatically selects correct combinations to go with your Haggar Slacks.

*America's Best Known Trouser Value. From about \$5.95 to \$14.95.



Man of the Past CONTINUED



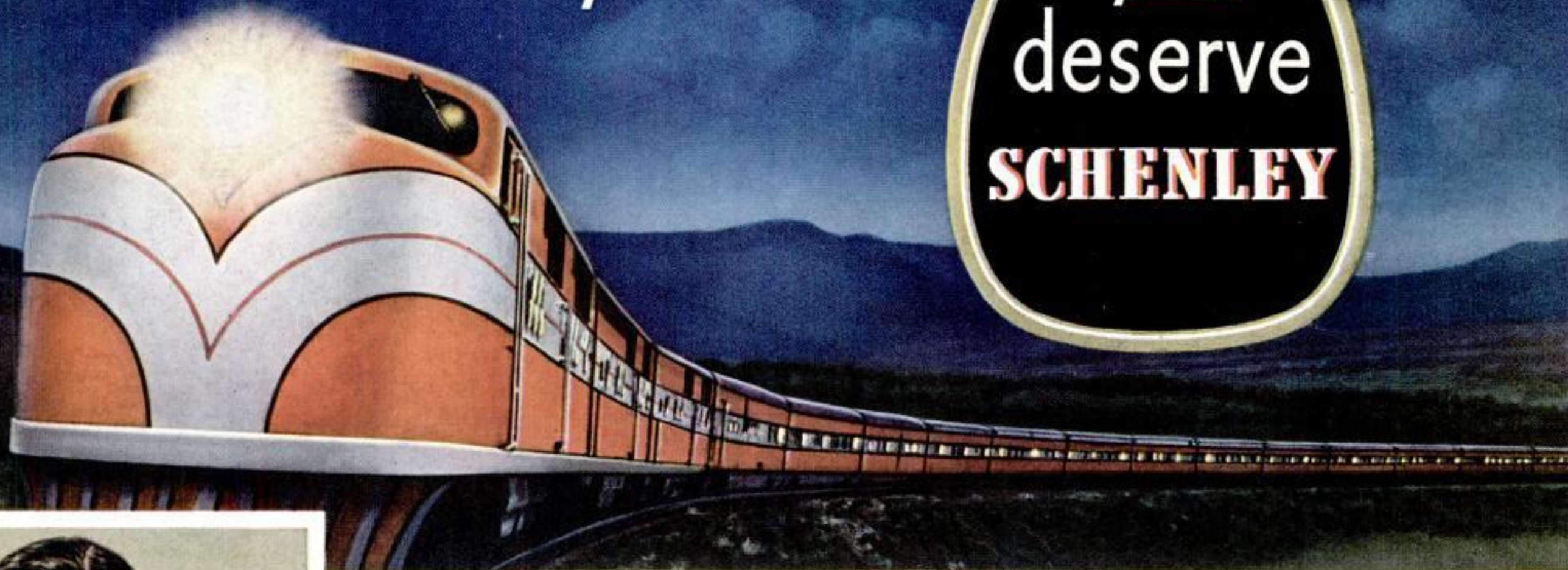
AN ITCHING FOR ETCHINGS and old books takes Fèvre to the quays even on days when wind whips his long frock coat and curls his side whiskers.



THE GLORIOUS PAST comes in reverie to him as he meets up with a statue of Bonaparte in the deep shadows of an antique shop in Rue de l'Odéon.

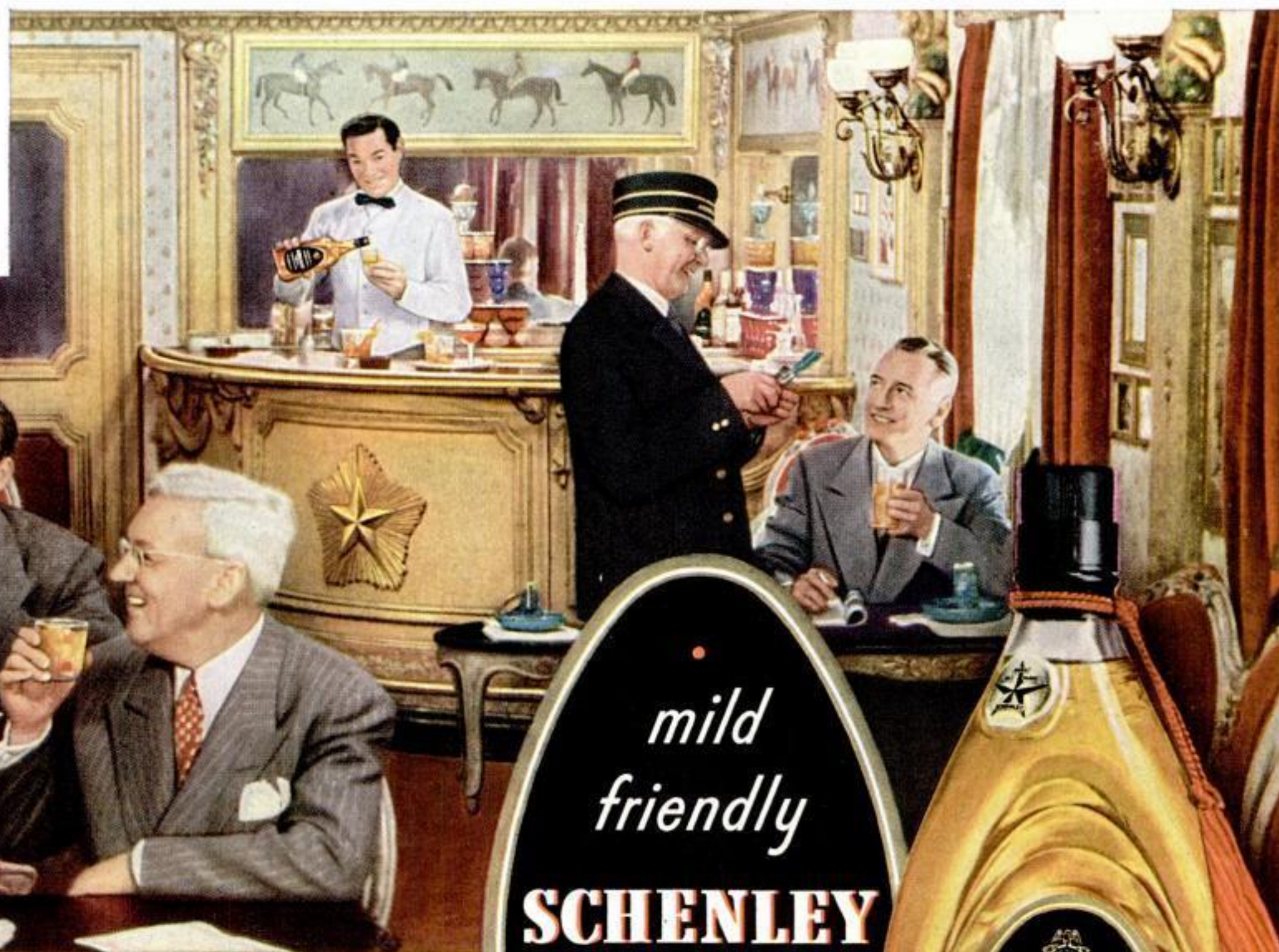
Wherever you are

When day is done . . . you
deserve
SCHENLEY



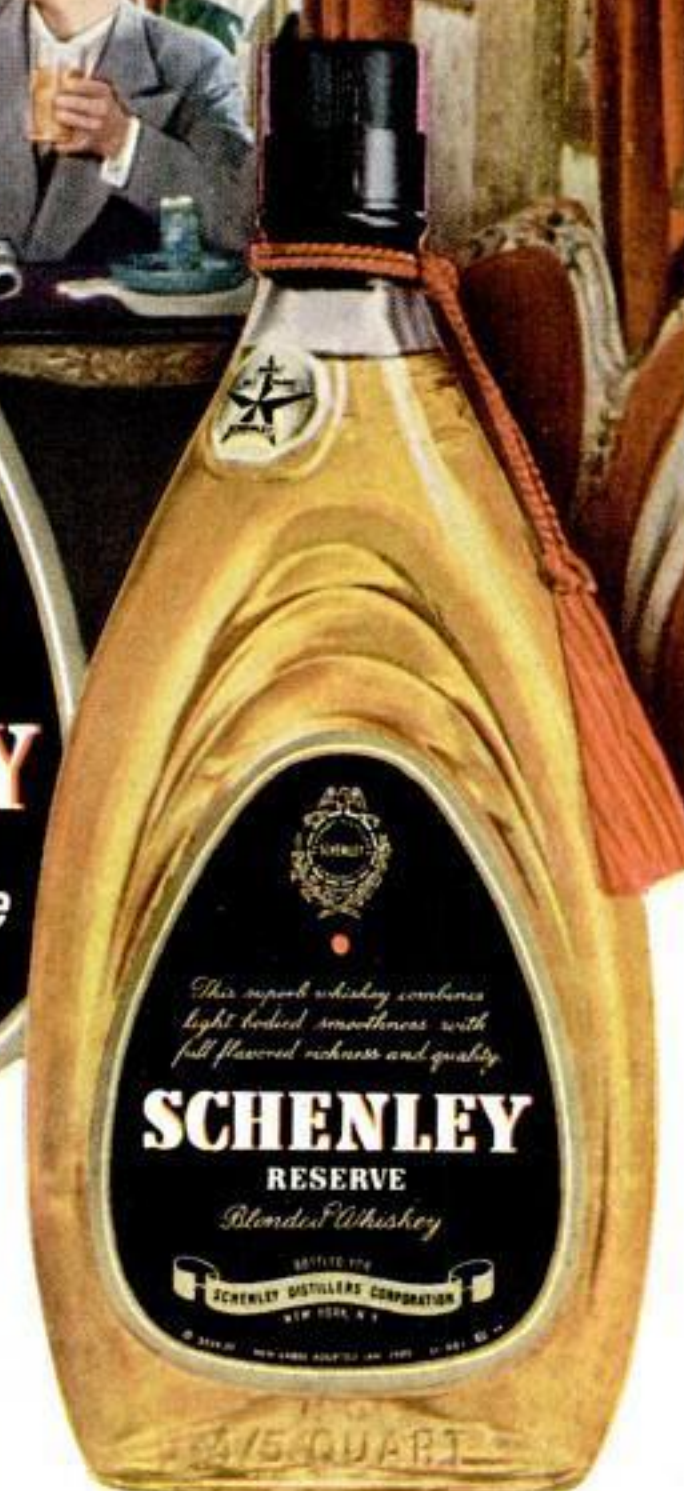
You Travel in Style when you travel on America's crack streamliners. And wherever you go, you'll find that America "goes" for Schenley. You meet people from Maine to California . . . from Texas to

Minnesota. Their likes and dislikes may differ—but they all *agree* that smoother, richer Schenley tastes better. You, too, will agree that Schenley is always mild, mellow—friendly to your taste.



In the Club Car, you'll find good friends, good talk, good Schenley. And when the talk turns to fine whiskey, more and more people say, "Compare back labels—and you, too, will buy Schenley." The back label proves Schenley's *unchanging* perfection.

*mild
friendly*
SCHENLEY
friendly to your taste



A Schenley Mark of Merit Whiskey

*From Schenley the House of Aged Whiskies**

RARE PRE-WAR QUALITY BLENDED WHISKEY. Available in the familiar round bottle as well as the distinctive decanter. The straight whiskies in this product are 5 years or more old. 35% straight whiskey. *65% grain neutral spirits. 36 Proof. Copyright 1949, Schenley Distillers Corporation, New York City.

Smoke a **LUCKY** To feel your **LEVEL** best!

Luckies' fine tobacco picks you up when you're low
... calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers,

buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed — so free and easy on the draw